

Color-Perfect Wallpapers

Beautiful Economical Correct



Satisfaction Guaranteed or Your Money Back

SEARS, ROEBUCK AND CO.

Wallpaper costs the least . . . yet does the most to

Beautify Your Home



THIS SMART STRIPE
FOR A 10x12 FT. ROOM

\$255
Including
Sidewall, Border, Ceiling
(See Page 71)

**Color-Perfect Wallpapers are
America's Outstanding Values**

See Large Samples in Sears Stores



Stop in any Sears Store or Order Office—ask to see the large sample book of Color - Perfect Wallpapers on display there. Samples are 18x18 inches wide—the full width of a roll—and there are many additional patterns to choose from. Trained attendants will gladly help you with your decorating plans and your order.

Important—about prices and supply

THE NATIONAL DEFENSE PROGRAM requires large amounts of many materials used in the manufacture of wallpaper and decorating supplies. This may necessitate unforeseen changes in specifications or even prevent us from obtaining certain items. Should such difficulties arise, or should we be forced to increase prices for this reason or because of any Federal, State, or local government regulations or taxes, we reserve the right to add any increases to the prices shown in this book. You are protected, of course, on all your purchases by our guarantee of Satisfaction or your Money Back.

Sears, Roebuck and Co.

Which Quality Shall I Buy?

SUNFAST WALLPAPERS ARE GOOD

**GUARANTEED
NOT TO FADE
FOR THREE YEARS**

Color-Perfect Sunfast wallpapers will not fade or "yellow" for at least 3 years on your walls. Every one of these papers has passed a rigid laboratory test before leaving the factory. They must satisfy you completely or your money will be refunded.

Printed on standard weight 9-oz. paper (embossed designs on much heavier paper). Color-Perfect Sunfast wallpapers are smart, economical and serviceable. See the samples on Pages 48 to 87—the paper pictured at right is sampled on Page 50.



WASHABLE WALLPAPERS ARE BEST



**GUARANTEED
BOTH WASHABLE
AND SUNFAST**

Can be kept clean at all times if proper precautions are used. Finger prints and spots can be removed with mild soapsuds and soft sponge or cloth (each paper is laboratory tested to withstand a minimum of 25 rubs). They're much easier to hang because they're heavier quality and because paste spots can be sponged off before they dry.

The washable papers are printed on 10-oz. or heavier paper stock. See samples of two pictured at left on Pages 38 and 43—and other washable papers from Pages 6 to 45.

Check ✓ Compare ✓ Sears Save You 25% to 75% on Equal Quality

Color-Perfect Wallpapers Hit a New High for 1942

More beautiful than ever before.
Even higher standards of quality.
And still at prices that mean plus
value to smart American women.



New Colors...New Designs...Add Distinction to Your Home...Make Beautiful Decoration Easy



All the rugged beauty and richness of genuine Knotty Pine Paneling. See the actual Sample on Page 12.



For the coolness and freshness so desired in your workshop—the kitchen. Wallpaper shown on Page 10.



Sweet and simple for the new addition to the family. Little Bo-Peep and her sheep—see sample on Page 22.



Like an arbor of rosebuds—soft and dainty for a charmingly colorful room. See sample on Page 23.



This inviting 18th Century dining room reflects character and charm. See Page 7 for wallpaper sample.



Patriotic colors!—notice the extra wide border for an unusual touch. Papers shown on Pages 34 and 35.

Colonial Designs ARE STYLE NEWS TODAY

"Color-Harmonized for Adjoining Rooms"



A Bit of Quaint New England Sea Coast

22^c

SINGLE ROLL

SOLD ONLY IN DOUBLE ROLLS

- WASHABLE
- SUNFAST
- HEAVY PAPER
- SEMI-TRIMMED

This "Nantucket" design introduces a Colonial ensemble of harmonizing papers. Picture your adjoining rooms reflecting the charm and perfect color harmony of these first three patterns in authentic Colonial designs and colorings.

Sidewall Paper

53 P 02503—Tan background. See sample below.
Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds. **44c**

Border to Match

53 P 042503—Tan. 2½ inches wide.

Shipping weight, per yard, 1 oz. Per Yard. **6c**

Ceiling Paper

53 P 02978—White embossed. Same embossing as Pink ceiling paper shown on Page 14.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds 8 ounces. **44c**

HOW MUCH PAPER TO ORDER? . . . SEE BACK COVER

SEE SAMPLE

BELOW





Cape Cod Blue OR CHEERFUL YELLOW

24^c SINGLE ROLL

SOLD ONLY IN DOUBLE ROLLS

- WASHABLE
- SUNFAST
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM COSTS \$4.24



You will find a wealth of ways to use this pattern and the harmonizing papers on Pages 6 and 8 in your downstairs decoration. This beautiful deep blue makes a perfect background for your dining room—see the picture on Page 5. Equally smart in the living room, hall, or bedroom. This same pattern is also made with a yellow background, the large flowers in rose and the smaller flowers in blue. For Easy Terms see Order Blank.

Sidewall Paper

53 P 02527—Blue background. See sample below.

53 P 02521—Yellow background. Not illustrated.
Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds **48c**

Border to Match

53 P 042527—Blue. As illustrated below. 2½ inches wide.

53 P 042521—Yellow.

Shipping weight, per yard, 1 ounce. Per Yard **6c**

Ceiling Paper

53 P 02978—White embossed. Same embossing as Pink ceiling paper shown on Page 14.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds 8 ounces **44c**

HOW MUCH PAPER TO ORDER? . . . SEE BACK COVER



**SEE SAMPLE
BELOW**



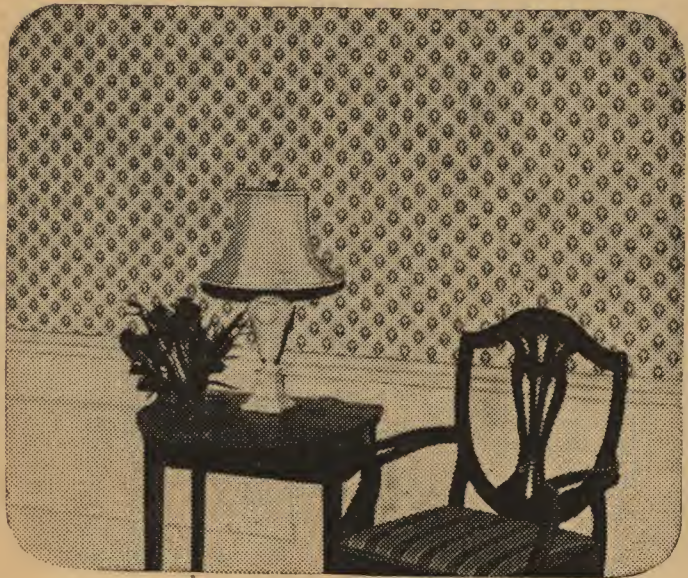
Colonial IN COLOR AND DESIGN

19^c SINGLE ROLL

SOLD ONLY IN DOUBLE ROLLS

- WASHABLE
- SUNFAST
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM COSTS \$3.62



Sidewall Paper

53 P 02415—Rose beige background. See sample below.
Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds. **38c**

Border to Match

53 P 042415—Rose beige. Illustrated below. 2½ inches wide.
Shipping weight, per yard, 1 ounce.
Per Yard **6c**

Ceiling Papers

53 P 02966—White with dull finish. Same pattern as ivory ceiling paper shown on Page 11.
Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds. **38c**

HOW MUCH PAPER TO ORDER? . . . SEE BACK COVER

Sheaves of wheat and diagonal patterns are typical Early American designs. Here the two have been combined to give you a paper for any room with all the quaint charm of the Colonial period. Your rooms will be unusually attractive when you use papers that "go together." Picture the beauty of this pattern in your hall and the two preceding papers in adjoining rooms. Printed on heavy paper and washable, this paper is very easy to hang.



**SEE SAMPLE
BELOW**



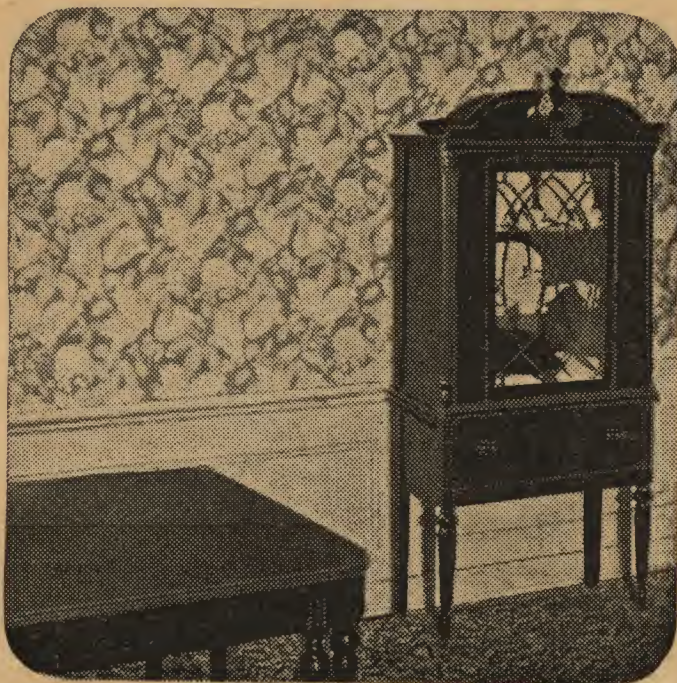
Rich Ivory WITH A SILKEN SHEEN

22^c SINGLE ROLL

SOLD ONLY IN DOUBLE ROLLS
PRICE OF SINGLE ROLL
SHOWN FOR EASY COMPARISON
WITH PRICES ELSEWHERE

- WASHABLE
- SUNFAST
- EXTRA HEAVY PAPER
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM—SIDEWALL,
BORDER AND CEILING COSTS \$4.04



As the walls of a room give the first impression, you'll want to select a pattern with a "homey" feeling for your most lived-in rooms. This shadow leaf pattern will do many interesting things. At certain angles the light picks up the high luster. The ivory background makes a perfect setting for the stronger colors of your other home furnishings. Washable quality—soil and finger marks can be wiped off with a soft cloth and soapsuds.

Sidewall Paper

53 P 02539—Ivory with silk finish. See sample below.
Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds 8 ounces. **44c**

Border to Match

53 P 042539—Ivory. 2½ inches wide.
Shipping weight, per yard, 1 ounce. Per Yard. **6c**

Ceiling Paper

53 P 02978—White embossed. Same embossing as pink ceiling shown on Page 14.
Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds 8 ounces. **44c**

HOW MUCH PAPER TO ORDER? . . . SEE BACK COVER



**SEE SAMPLE
BELOW**



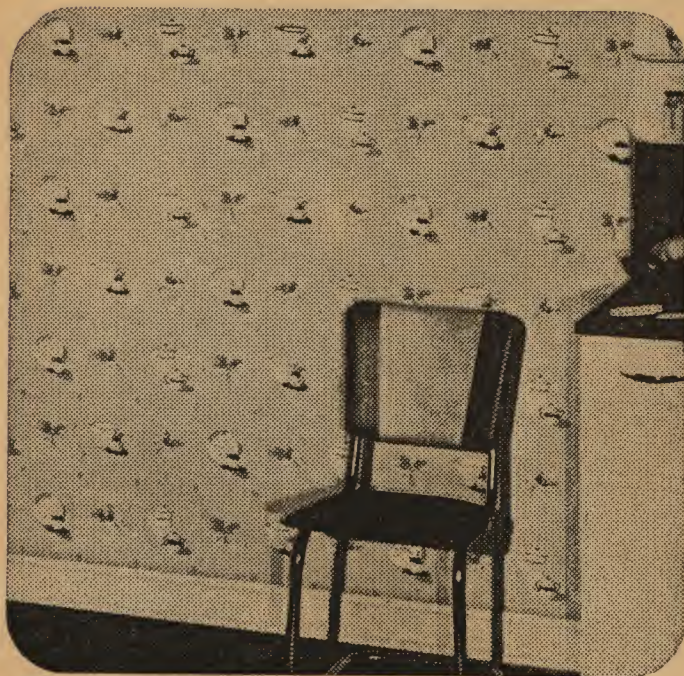
The Newest FOR YOUR KITCHEN—GREEN OR GRAY

22^c SINGLE ROLL

SOLD ONLY IN DOUBLE ROLLS
PRICE OF SINGLE ROLL
SHOWN FOR EASY COMPARISON
WITH PRICES ELSEWHERE

- WASHABLE
- SUNFAST
- HEAVY PAPER
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM—SIDEWALL,
BORDER AND CEILING COSTS \$4.04



"Let's eat in the kitchen" is what every member of your family will say if you select this paper for your kitchen or breakfast nook (see it pictured on Page 5). The polka-dot dishes alternate with the graceful ribbon tied bouquets to make a charming design. Sunfast—the colors will not lose their brilliance and charm. Washable, too—dirt and soil marks will vanish with a rub of a damp cloth. For Easy Terms see the enclosed Order Blank.

Sidewall Paper

53 P 02597—Green background. See sample below.

53 P 02599—Gray with red polka dots and flowers.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds. **44c**

Border to Match

53 P 042597—Green shown below. 2¼ inches wide.

53 P 042599—Gray.

Shipping weight, per yard, 1 ounce. Per Yard. **6c**

Ceiling Paper

53 P 02978—White embossed. Same embossing as yellow ceiling shown on Page 37.

53 P 02988—Yellow embossed. Shown on Page 37.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds 8 ounces. **44c**

HOW MUCH PAPER TO ORDER?...SEE BACK COVER



**SEE SAMPLE
BELOW**



Distinctively New **YELLOW PLAID**

19^c

SINGLE
ROLL

SOLD ONLY IN DOUBLE ROLLS

- WASHABLE
- SUNFAST
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM COSTS \$3.62

Sidewall Paper

53 P 02419—Yellow background. See sample below.
Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds.....**38c**

Border to Match

53 P 042419—Yellow. 2½ inches wide.
Shipping weight, per yard, 1 ounce. Per Yard...**6c**

Ceiling Papers

Your choice—both harmonize with the sidewall paper.

53 P 02968—Ivory. See sample below.

53 P 02966—White. In same pattern as below.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds.....**38c**

HOW MUCH PAPER TO ORDER? . . SEE BACK COVER



Created in the best Early American style, the design is also in perfect taste with modern furnishings. Smart in any room in the house. Adds a touch of color and will harmonize with your adjoining rooms. Heavy paper and washable—easy to hang and easy to keep clean.



**SEE SAMPLES
BELOW**



Knotty Pine LIKE EXPENSIVE PANELING

27^c SINGLE ROLL

SOLD ONLY IN DOUBLE ROLLS

PRICE OF SINGLE ROLL
SHOWN FOR EASY COMPARISON
WITH PRICES ELSEWHERE

- WASHABLE
- SUNFAST
- HEAVY PAPER
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM—SIDEWALL,
BORDER AND CEILING COSTS \$4.54



If you've always wished for a pine paneled den (see picture Page 5)—if you'd like to turn a basement or attic room into a recreation room—or, if you want to make your son's room the envy of the neighborhood—this knotty pine paper is the answer. You have to touch the wall to make sure this is paper and not wood. Every knot—every bit of graining, every mellow wood tone is faithfully reproduced. Sunfast and washable—very practical.

Sidewall Paper

53 P 02767—"Knotty Pine." See sample below.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds. **54c**

Border to Match

53 P 052767—"Knotty Pine." 2¼ inches wide.

Shipping weight, per yard, 1 ounce. Per Yard. **6c**

Ceiling Paper

53 P 02980—Ivory embossed. Same embossing as pink ceiling shown on Page 14.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds 8 ounces. **44c**

HOW MUCH PAPER TO ORDER? . . . SEE BACK COVER

**SEE SAMPLE
BELOW**





Figured Stripe IN TWO TONES OF GRAY

22^c SINGLE ROLL

SOLD ONLY IN DOUBLE ROLLS
PRICE OF SINGLE ROLL
SHOWN FOR EASY COMPARISON
WITH PRICES ELSEWHERE

- WASHABLE
- SUNFAST
- EXTRA HEAVY PAPER
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM—SIDEWALL
BORDER AND CEILING COSTS \$4.04



A figured stripe pattern, in two shades of gray and touches of color, for downstairs or upstairs. Makes a beautiful background for your furniture . . . not too conspicuous. Printed on extra heavy stock and embossed—an easy paper to handle if you hang your wallpaper yourself. Suggested is a white ceiling or soft yellow ceiling for smart color contrast in your room. For a harmonizing paper for an adjoining room, see Page 37.

Sidewall Paper

53 P 02547—Gray background. See sample below.
Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds 8 ounces. **44c**

Border to Match

53 P 042547—Gray. 2¼ inches wide.

Shipping weight, per yard, 1 ounce. Per Yard. **6c**

Ceiling Paper

53 P 02978—White. Embossed. Same embossing as Pink ceiling paper illustrated on Page 14.

53 P 02988—Yellow. Embossed. Same embossing as Pink ceiling paper illustrated on Page 14.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds 8 ounces. **44c**

HOW MUCH PAPER TO ORDER? . . . SEE BACK COVER

**SEE SAMPLE
BELOW**





Pastel Blue WITH PINK ROSES

22^c SINGLE ROLL

SOLD ONLY IN DOUBLE ROLLS

- WASHABLE
- SUNFAST
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM COSTS \$4.04

Sidewall Paper

53 P 02529—Blue background. See sample below.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds 8 ounces. **44c**

Border to Match

53 P 042529—Blue—shown below. 2¼ in. wide.

Shipping weight, per yard, 1 ounce. Per Yard. . . **6c**

Ceiling Papers

Your choice—both harmonize with the sidewall paper.

53 P 02990—Pink embossed. See sample below.

53 P 02978—White—embossed like ceiling above.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds 8 ounces. **44c**

HOW MUCH PAPER TO ORDER? . . SEE BACK COVER



In the popular Colonial trend, this soft blue background and pink ceiling will make a charming bedroom. A grand value—Sunfast, colors retain their beauty—Washable, wipe off spots and fingerprints with a damp cloth. Extra heavy paper for extra service, easy to hang.

**SEE SAMPLES
BELOW**





Dusty Rose ENGRAVED PAPER

27^c SINGLE ROLL

SOLD ONLY IN DOUBLE ROLLS

PRICE OF SINGLE ROLL
SHOWN FOR EASY COMPARISON
WITH PRICES ELSEWHERE

- WASHABLE
- SUNFAST
- HEAVY PAPER
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM—SIDEWALL,
BORDER AND CEILING COSTS \$4.54



Color plays an important role in wall decoration. Used cleverly and wisely it will make your rooms "homey" and a joy to live in. This soft engraved pattern in dusty rose will add warmth to your room, and will tie in with practically any color scheme. To help you do your adjoining rooms in color harmony we have designed and colored patterns to go together. Suggested with this paper are the papers found on Pages 16 and 19.

Sidewall Paper

53 P 02775—Dusty Rose background. See sample below.
Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds 8 ounces.....**54c**

Border to Match

53 P 042775—Dusty Rose. 2¼ inches wide.

Shipping weight, per yard, 1 ounce. Per Yard.....**6c**

Ceiling Paper

53 P 02980—Ivory embossed. Same embossing as pink ceiling shown on Page 14.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds 8 ounces.....**44c**

HOW MUCH PAPER TO ORDER? . . . SEE BACK COVER

**SEE SAMPLE
BELOW**





Bamboo Stripe

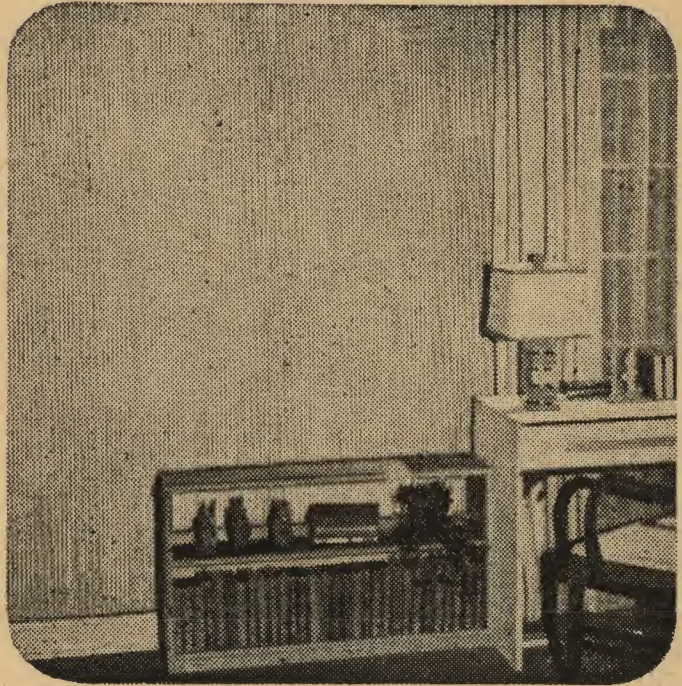
AN UNUSUAL EFFECT

27^c SINGLE
ROLL

SOLD ONLY IN DOUBLE ROLLS
PRICE OF SINGLE ROLL
SHOWN FOR EASY COMPARISON
WITH PRICES ELSEWHERE

- WASHABLE
- SUNFAST
- EMBOSSED
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM—SIDEWALL.
BORDER AND CEILING COSTS \$4.54



This paper is engraved—that's why it's so soft and rich. Printed with oil colors that bring soft highlights and a feeling of depth to the design. When you decorate adjoining rooms in one color scheme, your home reflects charm and good taste. This paper harmonizes in color with those on Pages 15 and 19. Successfully used downstairs or upstairs. Embossed, this paper is easy to handle—so hang it yourself for economy.

Sidewall Paper

53 P 02763—Dusty Rose and Tan. See sample below.
Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds 8 ounces. **54c**

Border to Match

53 P 042775—Dusty Rose and Tan. 2¼ inches wide.

Shipping weight, per yard, 1 ounce. Per Yard. **6c**

Ceiling Paper

53 P 02980—Ivory embossed. Same pattern as pink ceiling paper shown on Page 14.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds 8 ounces. **44c**

HOW MUCH PAPER TO ORDER? . . . SEE BACK COVER

**SEE SAMPLE
BELOW**





Rich Damask EXTRA WIDE

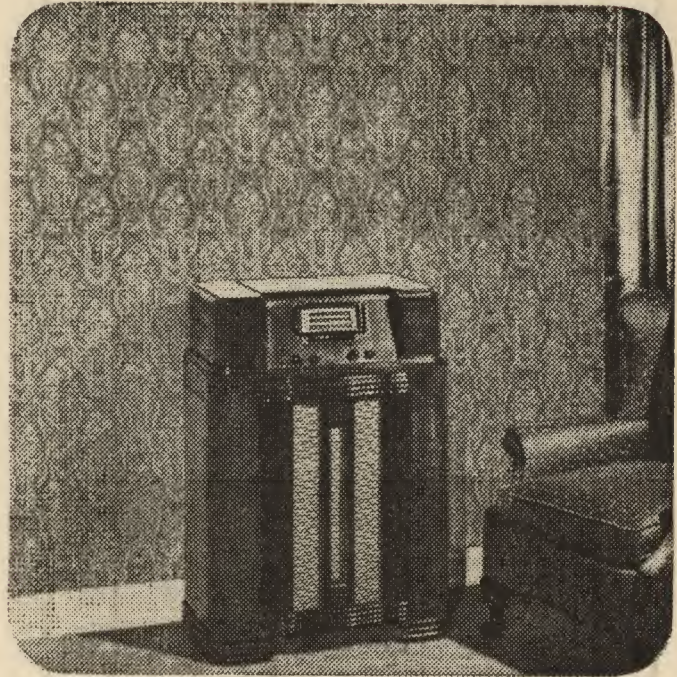
29^c SINGLE ROLL

SOLD ONLY IN TRIPLE ROLLS

PRICE OF SINGLE ROLL
SHOWN FOR EASY COMPARISON
WITH PRICES ELSEWHERE

- WASHABLE
- SUNFAST
- EXTRA HEAVY PAPER
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM—SIDEWALL,
BORDER AND CEILING COSTS \$5.32



If you have an "assortment" of furnishings collected through the years, you should select a simple background for your walls. Here is a pattern so delicately colored that it will harmonize with any color scheme. Sunfast—the soft coloring will not dim. Washable—a damp cloth will make soil spots disappear. Economical—printed on extra heavy paper, its beauty will last for years. Order today—use the Easy Payment Plan if you wish (See Order Blank).

Sidewall Paper

53 P 02851—Cream. See sample below.

Triple roll 15 yards long, about 29 inches wide.

Shipping weight, 3 pounds 8 ounces. **87^c**

Border to Match

53 P 042851—Cream. 2 $\frac{1}{4}$ inches wide.

Shipping weight, per yard, 1 ounce. Per Yard. **6^c**

Ceiling Paper

53 P 02978—White embossed. Same embossing as pink ceiling shown on Page 14.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds 8 ounces. **44^c**

HOW MUCH PAPER TO ORDER? . . . SEE PAGE 26



**SEE SAMPLE
BELOW**



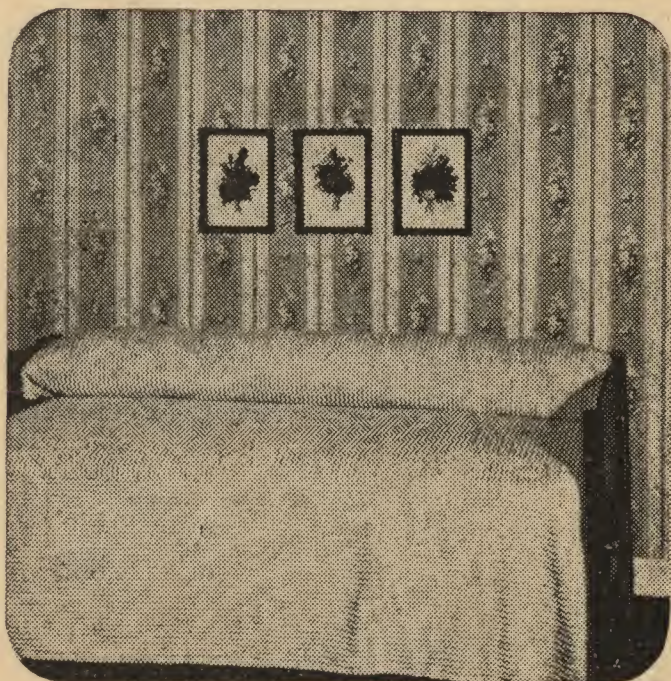
The Popular BLUE AND PINK

17^c SINGLE ROLL

SOLD ONLY IN DOUBLE ROLLS
PRICE OF SINGLE ROLL
SHOWN FOR EASY COMPARISON
WITH PRICES ELSEWHERE

- WASHABLE
- SUNFAST
- HEAVY PAPER
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM—SIDEWALL,
BORDER AND CEILING COSTS \$3.34



Flowers always make a flattering pattern for your wallpaper, especially in a bedroom or sunroom. This paper lends itself to many decoration schemes that will harmonize . . . suggests frilly curtains and dressing table skirts. A blue rug or bedspread and lampshades or other accessories in pink will carry out the color scheme. The stripe will make your ceiling look higher. Include wallpaper in your Easy Payment Order (see Order Blank).

Sidewall Paper

53 P 02463—Blue and Pink. See sample below.
Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds. **34c**

Border to Match

53 P 042463—Blue and Pink. 2½ inches wide.
Shipping weight, per yard, 1 ounce. Per Yard. **6c**

Ceiling Papers

53 P 02962—White. Shown on Page 35.
Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds. **34c**

HOW MUCH PAPER TO ORDER? . . . SEE BACK COVER

**SEE SAMPLE
BELOW**





Gray Needlepoint FOR FRIENDLY WALLS

27^c SINGLE ROLL

SOLD ONLY IN DOUBLE ROLLS

PRICE OF SINGLE ROLL
SHOWN FOR EASY COMPARISON
WITH PRICES ELSEWHERE

- WASHABLE
- SUNFAST
- HEAVY PAPER
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM—SIDEWALL,
BORDER AND CEILING COSTS \$4.54



The soft engraved design, beautiful oil colors and embossing will give your walls a rich tapestry effect. Provides a neutral background for brightly colored draperies, rugs and upholstery . . . harmonizes with your home furnishings and is a perfect companion with your more colorful walls in adjoining rooms. A trio that will interest you is the combination of this paper with those on Pages 15 and 16. For Easy Payment Plan, see Order Blank.

Sidewall Paper

53 P 02773—Gray background. See sample below.
Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds.....**54c**

Border to Match

53 P 042773—Gray, 2¼ inches wide.

Shipping weight, per yard, 1 ounce. Per Yard.....**6c**

Ceiling Papers

Your choice — both harmonize with the sidewall paper.

53 P 02976—Embossed marbled effect.

53 P 02978—White embossed. Same embossing as Pink ceiling shown on Page 14.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds 8 ounces.....**44c**

HOW MUCH PAPER TO ORDER? . . . SEE BACK COVER



**SEE SAMPLE
BELOW**



A Favorite in BLUE, PINK OR GREEN

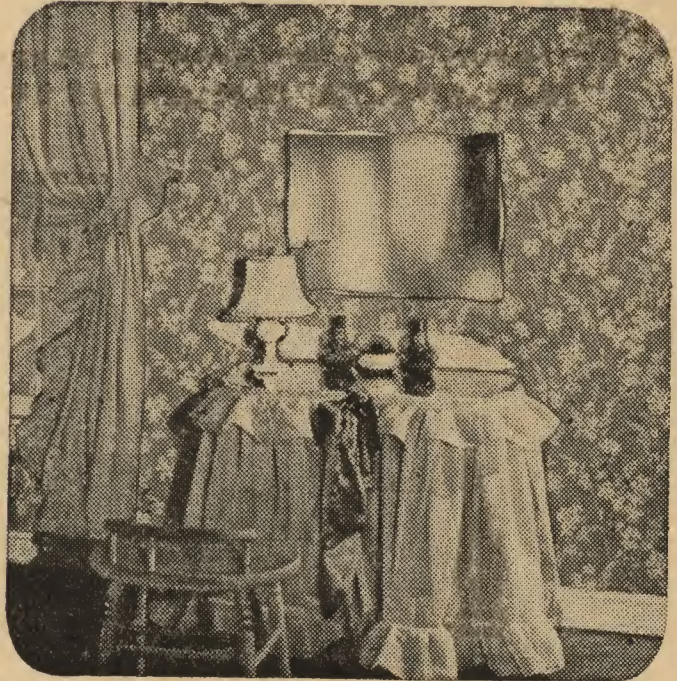
19^c

SINGLE
ROLL

SOLD ONLY IN DOUBLE ROLLS
PRICE OF SINGLE ROLL
SHOWN FOR EASY COMPARISON
WITH PRICES ELSEWHERE

- WASHABLE
- SUNFAST
- HEAVY PAPER
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM—SIDEWALL,
BORDER AND CEILING COSTS \$3.62



With a selection of three background colors you can find exactly the color your room needs: Pink (as shown) for that cool, north room; Green or Blue for that sunny, south room. Make splendid bedroom decoration and are perfectly suitable in other rooms too. To carry out the blue and pink color scheme in adjoining rooms—see Pages 14, 21 and 22. It's easy on Sears Easy Payment Plan to paper every room in the house (See Order Blank).

Sidewall Paper

53 P 02455—Pink background. See sample below.

53 P 02453—Green background. Not illustrated.

53 P 02457—Blue background. Not illustrated.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds. **38c**

Border to Match

53 P 042455—Pink. 2¼ inches wide. Shown below.

53 P 042453—Green. **53 P 042457**—Blue.

Shipping weight, per yard, 1 ounce. Per Yard. **6c**

Ceiling Paper

53 P 02966—White. Same pattern as ivory ceiling paper shown on Page 11.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds. **38c**

HOW MUCH PAPER TO ORDER? . . . SEE BACK COVER



**SEE SAMPLE
BELOW**



Two New Colors GRAYED BLUE OR MAUVE ROSE

19^c

SINGLE
ROLL

SOLD ONLY IN DOUBLE ROLLS

- WASHABLE
- SUNFAST
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM COSTS \$3.62

Sidewall Paper

53 P 02451—Blue background. See sample below.
53 P 02449—Mauve Rose—colored like pattern
53 P 02307 shown on Page 54.
Double Roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds.....**38c**

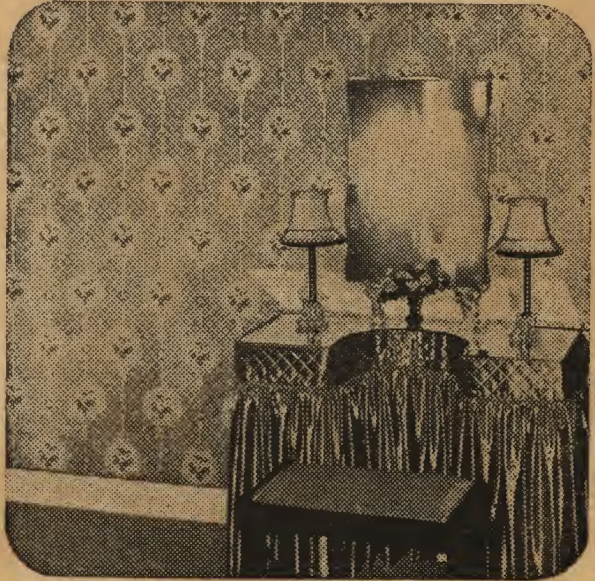
Border to Match

53 P 042451—Blue shown below. 2¼ inches wide.
53 P 042449—Mauve Rose.
Shipping weight, per yard, 1 ounce. Per Yard...**6c**

Ceiling Papers

53 P 02974—Pink. See sample below.
53 P 02966—White. Same pattern as ivory ceiling
shown on Page 11.
Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds.....**38c**

HOW MUCH PAPER TO ORDER?.. SEE BACK COVER



A flattering covering for your bedroom walls—in a new grayed blue, with prettily arranged baskets of flowers. Use it to complement your frilly rooms, or to dress up a modern room. For harmonizing adjoining rooms, be sure to see Pages 20 and 22.

**SEE SAMPLES
BELOW**





Little Bo-Peep FOR THE LITTLE GIRL

19^c

SINGLE
ROLL

SOLD ONLY IN DOUBLE ROLLS

- WASHABLE
- SUNFAST
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM COSTS \$3.62

Sidewall Paper

53 P 02477—Pink background. See sample below.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds.....**38c**

Border to Match

53 P 042477—Pink, 3 inches wide.

Shipping weight, per yard, 1 ounce. Per Yard...**6c**

Ceiling Papers

Your choice—both harmonize with the sidewall paper.

53 P 02972—Blue. See sample below.

53 P 02966—White. Same pattern as Ivory ceiling shown on Page 11.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds.....**38c**

HOW MUCH PAPER TO ORDER?.. SEE BACK COVER



Straight from the Nursery Books comes this delightful paper—sampled below and pictured on Page 5. Don't worry about tiny fingerprints because this paper is washable. For harmony in adjoining rooms see the papers on the two preceding pages.

**SEE SAMPLES
BELOW**



Rosebuds ON WHITE OR PEACH BACKGROUND

19^c SINGLE ROLL

SOLD ONLY IN DOUBLE ROLLS.

- WASHABLE
- SUNFAST
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM COSTS \$3.62

Sidewall Paper

53 P 02445—White. See sample below.

53 P 02447—Peach background.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds. **38^c**

Border to Match

53 P 032445—White. 3½ inches wide.

53 P 032447—Peach.

Shipping weight, per yard, 1 ounce. Per Yard . . . **6^c**

Ceiling Papers

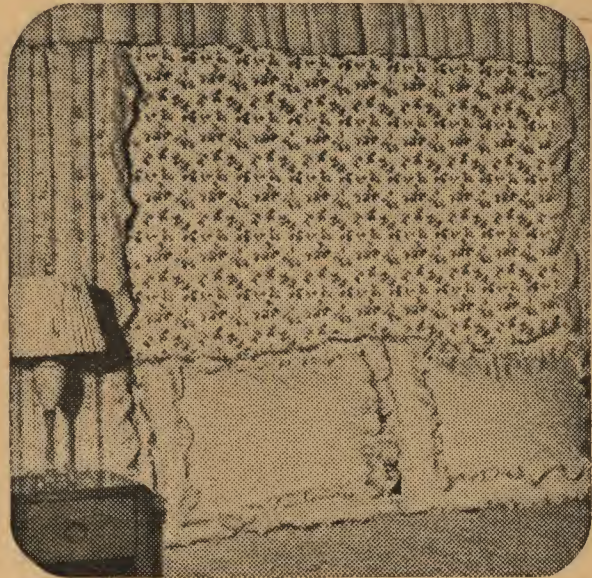
Double roll 16 yards long, 18 inches wide.

Shipping weight, each, 2 pounds.

53 P 02970—Green. See sample below. . . . **38^c**

53 P 02966—White. Same pattern as shown in Ivory on Page 11. **38^c**

HOW MUCH PAPER TO ORDER? . . SEE BACK COVER



Rose strewn walls . . . a grand pattern for small rooms, very clever when used on ceiling and sidewalls. See picture on Page 5. This same design also comes with a peach background. Matching garment bags and closet boxes available. See index of Sears big General Catalog.

**SEE SAMPLES
BELOW**





Shadow Leaf IN SOFT SHADES

22^c SINGLE ROLL

SOLD ONLY IN DOUBLE ROLLS

PRICE OF SINGLE ROLL
SHOWN FOR EASY COMPARISON
WITH PRICES ELSEWHERE

- WASHABLE
- SUNFAST
- EXTRA HEAVY PAPER
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM—SIDEWALL,
BORDER AND CEILING COSTS \$4.04



Graceful leaves in light tones over beige background — highlighted with peach and light yellow. A flattering paper for any room you choose, it will make the neutral background you want for your present furnishings, yet it will add that fresh touch that makes your whole room look new. Hang it yourself with the help of our complete easy-to-understand instructions included with every order. To order Paste and Tools see Page 90.

Sidewall Paper

53 P 02541—Beige background. See sample below.
Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds 8 ounces. **44c**

Border to Match

53 P 042541—Beige illustrated below. 2½ in. wide.

Shipping weight, per yard, 1 ounce. Per Yard. **6c**

Ceiling Paper

53 P 02980—Ivory embossed. Same embossing as pink ceiling illustrated on Page 14.

53 P 02978—White embossed. Same embossing as pink ceiling illustrated on Page 14.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds 8 ounces. **44c**

HOW MUCH PAPER TO ORDER? . . . SEE BACK COVER

**SEE SAMPLE
BELOW**





Extra Wide DUSTY ROSE SCROLL

29^c

SINGLE
ROLL

SOLD ONLY IN TRIPLE ROLLS

- WASHABLE
- SUNFAST
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM COSTS \$5.32

Sidewall Paper

53 P 02837—Rose background. See sample below.
Triple roll 15 yards long, about 29 inches wide.
Shipping weight, 3 pounds 8 ounces. **87c**

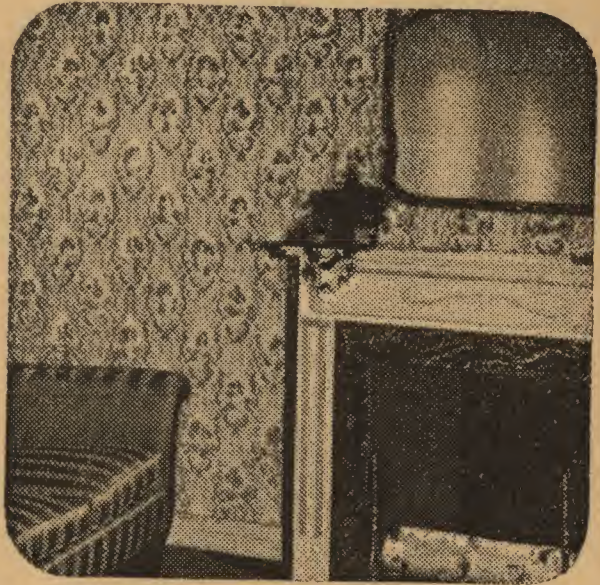
Border to Match

53 P 062837—Rose. 2½ inches wide.
Shipping weight, per yard, 1 ounce. Per Yard. . . **6c**

Ceiling Papers

53 P 02982—Blue embossed paper. See sample below.
53 P 02978—White embossed. Same embossing as
blue ceiling shown below.
Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds 8 ounces. **44c**

HOW MUCH PAPER TO ORDER? . . . SEE CHART
ON PAGE 26



Be sure to notice the unusual beauty of this paper—the result of a new printing process—a combination of flat surface printing in the design with embossing around it. An effect that gives a luxurious and dignified appearance to your room. Extra heavy paper.

**SEE SAMPLES
BELOW**





Brocade Effect "30-INCHES WIDE" *

27^c

SINGLE
ROLL

SOLD ONLY IN TRIPLE ROLLS

PRICE OF SINGLE ROLL
SHOWN FOR EASY COMPARISON
WITH PRICES ELSEWHERE

- WASHABLE
- SUNFAST
- EXTRA HEAVY PAPER
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM—SIDEWALL,
BORDER AND CEILING COSTS \$5.08

HOW MUCH TO ORDER "30-inch" Papers Only

* The wallpaper industry calls these extra wide papers "30-inch papers." Actually, they measure from about 28 to 29 inches in width. We call this to your attention to avoid any possible misunderstanding.

Size of Room 8 or 9-Ft. High	Triple Rolls Sidewall	Yards of Border	Double Rolls Ceiling
8 x 10	3	14	2
8 x 12	4	15	2
10 x 12	4	16	2
10 x 14	4	18	3
12 x 14	4	19	3
12 x 16	5	21	4
12 x 18	5	22	4
14 x 16	5	22	4
14 x 18	6	23	4
15 x 18	6	24	5
15 x 20	6	25	5
16 x 18	6	25	5
16 x 20	6	26	5
18 x 20	6	28	6
20 x 24	7	31	7

Embossed pattern on a silk moire effect background. Splendid for downstairs rooms. All one color, the pattern goes well with rugs, draperies, and accessories of deeper colors. Printed on extra heavy stock, the texture makes it ideal for hiding cracked or rough walls. If you hang your own paper, this "30-inch" pattern is easy to handle. Washable, too. Complete your room with the neat border and the suggested white embossed ceiling.

Sidewall Paper

53 P 02825—Oyster White—silk finish. See sample below.
Triple roll 15 yards long, about 29 inches wide.
Shipping weight, 3 pounds 8 ounces.81^c

Border to Match

53 P 042825—Oyster White. 2¼ inches wide.
Shipping weight, per yard, 1 ounce. Per Yard.6^c

Ceiling Paper

53 P 02978—White embossed. Same embossing as Pink ceiling shown on Page 14.
Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds 8 ounces.44^c

HOW MUCH PAPER TO ORDER? . . . SEE CHART ABOVE

SEE SAMPLE
BELOW





Deep Blue OR WHITE BACKGROUND

19^c SINGLE ROLL

SOLD ONLY IN DOUBLE ROLLS

PRICE OF SINGLE ROLL
SHOWN FOR EASY COMPARISON
WITH PRICES ELSEWHERE

- WASHABLE
- SUNFAST
- HEAVY PAPER
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM—SIDEWALL,
BORDER AND CEILING COSTS \$3.62



Give your bedroom, sunroom or dining room a new outlook by papering the walls with this colorful paper. It will add a delightful freshness, with its pink, yellow, and green flowers and leaves on the blue background. The same pattern with a white background and deep rose flowers will make even a dark room seem bright and cheery. You know it will stay fresh-looking, too, for it's guaranteed sunfast and washable—the most practical wall decoration.

Sidewall Paper

53 P 02461—Blue Background. See sample below.

53 P 02465—White background.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds **38c**

Border to Match

53 P 042461—Blue. $2\frac{1}{4}$ inches wide.

53 P 042465—White.

Shipping weight, per yard, 1 ounce. Per Yard **6c**

Ceiling Papers

53 P 02966—White. Same pattern as Ivory ceiling on Page 11.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds **38c**

HOW MUCH PAPER TO ORDER? . . . SEE BACK COVER



**SEE SAMPLE
BELOW**



Rich Beauty EXTRA WIDE "30-INCH" PAPER

27^c

SINGLE ROLL

SOLD ONLY IN TRIPLE ROLLS

PRICE OF SINGLE ROLL
SHOWN FOR EASY COMPARISON
WITH PRICES ELSEWHERE

- WASHABLE
- SUNFAST
- EXTRA HEAVY PAPER
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM—SIDEWALL,
BORDER AND CEILING COSTS \$5.08



A clever combination of the new with the old in an extra wide 30-inch paper that is easy to hang and shows fewer seams. Following the popular trend you have the stripes—and, copied from our ancestors, the traditional medallion. Luxurious and decorative this extra wide paper will harmonize with any style furniture and any color scheme. Printed on extra heavy stock and embossed—a quality you will find hard to equal elsewhere at this price.

Sidewall Paper

53 P 02829—Tan background. See sample below.
Triple roll 15 yards long, about 29 inches wide.

Shipping weight, 3 pounds 8 ounces. **81c**

Border to Match

53 P 052829—Tan. 2½ inches wide.

Shipping weight, per yard, 1 ounce. Per Yard. **6c**

Ceiling Papers

Your choice—both harmonize with the sidewall paper.

53 P 02980—Ivory. Embossed. Same embossing as Pink ceiling paper shown on Page 14.

53 P 02978—White. Embossed. Same embossing as Pink ceiling paper shown on Page 14.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds 8 ounces. **48c**

HOW MUCH PAPER TO ORDER? . . . SEE PAGE 26



**SEE SAMPLE
BELOW**



Color Harmony **is easy with** **Color-Perfect Wallpaper**

Throughout this book are dozens of papers designed, colored and planned to go together in adjoining rooms.

Yours will be the excitement and pleasure of selecting the correct colorings to highlight your favorite rooms.

SMART DECORATION IN THE Modern Manner



Smart simplicity in adjoining rooms—three designs in the same background color. See actual wallpaper samples on Pages 31, 32, 33.



Soft green . . . a quiet relaxing background. See sample on Page 40.



A distinct mood of gaiety is reflected from the polka-dot stripe, Page 35.



Deep tones cast a formal, yet inviting look over your room. Page 36.

Companion Papers FOR ADJOINING ROOMS

Your Choice of Three Smart Color Combinations



Modern in Spirit, Color and Design

24^c

SINGLE ROLL

SOLD ONLY IN DOUBLE ROLLS

- WASHABLE
- SUNFAST
- EXTRA HEAVY PAPER
- SEMI-TRIMMED

One color scheme for your adjoining rooms is the latest style trend. The paper below and the next two match in color—harmonize in design. Your choice of the new gray-green (sampled) or rose or tan pictured on Page 30.

Sidewall Paper

53 P 02617—Green background. See sample below.

53 P 02613—Rose. See Picture on Page 30.

53 P 02615—Tan. See Picture on Page 30.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds 8 ounces. **48c**

Border to Match

53 P 042617—Green. 2½ inches wide.

53 P 042613—Rose. **53 P 042615**—Tan.

Shipping weight, per yard, 1 ounce. Per Yard. **6c**

Ceiling Papers

53 P 02978—White embossed. Same embossing as Pink ceiling paper shown on Page 14.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds 8 ounces. **44c**

HOW MUCH PAPER TO ORDER? . . . SEE BACK COVER



**SEE SAMPLE
BELOW**



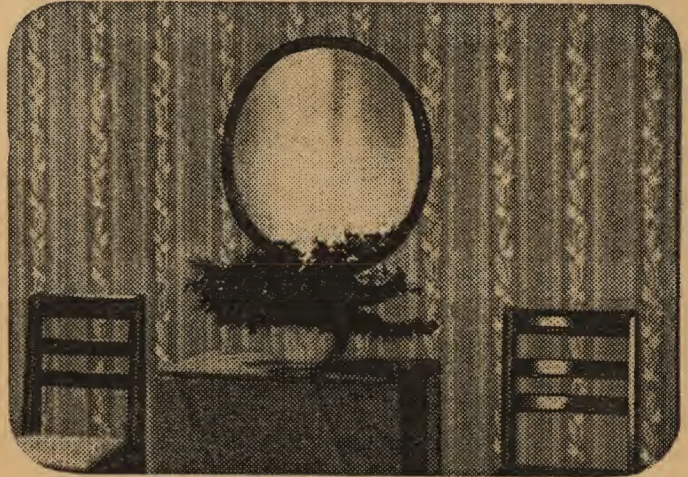
Stripe Variation IN GRAYED GREEN

24^c SINGLE ROLL

SOLD ONLY IN DOUBLE ROLLS

- WASHABLE
- SUNFAST
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM COSTS \$4.24



This paper, designed especially to go with the papers on Pages 31 and 33, is beautiful in the modern home. While the stripe emphasizes the new, the floral panel lends variation and grace. Choice of three background colors: grayed green, as shown below, is cool and restful; the tan background, sampled and listed on Page 44, is neutral and will match any color scheme; the dusty rose pictured on Page 30, is warm and cozy.

Sidewall Paper

53 P 02601—Green background. See sample below.

53 P 02605—Rose background. Pictured on Page 30.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds 8 ounces. **48c**

Border to Match

53 P 042601—Green. 2½ inches wide.

53 P 042605—Rose.

Shipping weight, per yard, 1 ounce. Per Yard. **6c**

Ceiling Papers

53 P 02978—White embossed. Same embossing as Pink ceiling paper shown on Page 14.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds 8 ounces. **44c**

HOW MUCH PAPER TO ORDER? . . . SEE BACK COVER

**SEE SAMPLE
BELOW**





Smart Simplicity IN PLAIN STRIPE

24^c SINGLE ROLL

SOLD ONLY IN DOUBLE ROLLS

- WASHABLE
- SUNFAST
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM COSTS \$4.24



The background color of the two preceding papers provides the colorings for this ultra-smart stripe . . . all three or two of these papers used in adjoining rooms will carry out a single color scheme—one of the most popular trends in modern decoration. Remember, you can have all of these patterns in three colors—grayed green, as shown, tan, or dusty rose (see picture, Page 30). Printed on extra heavy paper—easy to hang.

Sidewall Paper

53 P 02609—Green. See sample below.

53 P 02611—Rose. See Picture on Page 30.

53 P 02607—Tan. See Picture on Page 30.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds 8 ounces **48c**

Border to Match

53 P 042609—Green. 2¼ inches wide.

53 P 042611—Rose. **53 P 042607**—Tan.

Shipping weight, per yard, 1 ounce. Per Yard **6c**

Ceiling Papers

53 P 02978—White embossed. Not illustrated.

53 P 02980—Ivory embossed. Not illustrated.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds 8 ounces **44c**

HOW MUCH PAPER TO ORDER? . . . SEE BACK COVER



**SEE SAMPLE
BELOW**



Three Cheers FOR THE RED, WHITE AND BLUE

19^c SINGLE ROLL

SOLD ONLY IN DOUBLE ROLLS

PRICE OF SINGLE ROLL
SHOWN FOR EASY COMPARISON
WITH PRICES ELSEWHERE

- WASHABLE
- SUNFAST
- HEAVY PAPER
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM—SIDEWALL,
BORDER AND CEILING COSTS \$3.62



America's favorite colors made into a novel wallpaper for your kitchen or dinette. This pattern suggests no end of clever decorating tricks, for example: red and white stripe curtains; flower pots painted white with polka dots of red or blue; cut-outs from the wallpaper design to trim your table and chairs (protect cut-outs with several coats of shellac). See this paper used with the stripe shown on next page in room scene on Page 5.

Sidewall Paper

53 P 02491—Gray background. See sample below.
Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds.....**38c**

Border to Match

53 P 042491—Gray illustrated below. 2¼ inches wide.

Shipping weight, per yard, 1 ounce. Per Yard.....**6c**

Ceiling Paper

53 P 02966—White. Same pattern as shown in Ivory on page 11.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds.....**38c**

HOW MUCH PAPER TO ORDER? . . . SEE BACK COVER

**SEE SAMPLE
BELOW**





Polka-Dot Stripe

CLEVER WIDE BORDER

17^c

SINGLE ROLL

SOLD ONLY IN DOUBLE ROLLS

- WASHABLE
- SUNFAST
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM COSTS \$3.34

Sidewall Paper

53 P 02489—Gray background. See sample below.

53 P 02487—Blue background stripes replace the Gray in the sample shown below.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds **34c**

Border to Match

53 P 032489—Gray. 5 inches wide.

53 P 032487—Blue.

Shipping weight, per yard, 1 ounce. Per Yard . . **6c**

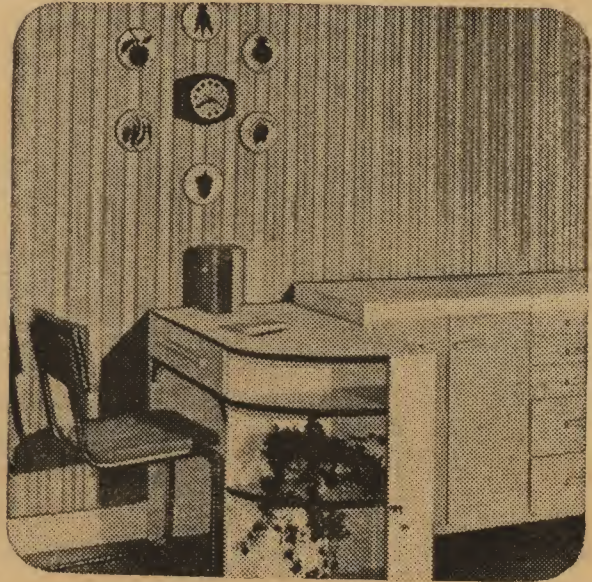
Ceiling Paper

53 P 02962—White. See sample below.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds **34c**

HOW MUCH PAPER TO ORDER? . . SEE BACK COVER



One of the smartest wide borders we've ever seen sets off this striped paper to a "T." The colorful border flowers in cheery yellow pots will add a look of newness and freshness to your room. See this paper pictured on Pages 5 and 30. This same pattern also comes in blue.



**SEE SAMPLES
BELOW**



Deep Tones CAST A MAGIC SPELL

22^c

SINGLE
ROLL

SOLD ONLY IN DOUBLE ROLLS

PRICE OF SINGLE ROLL
SHOWN FOR EASY COMPARISON
WITH PRICES ELSEWHERE

- WASHABLE
- SUNFAST
- EXTRA HEAVY PAPER
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM—SIDEWALL,
BORDER AND CEILING COSTS \$4.04



The shaded blue stripe in deep tones will add excitement to your room. Choose it for your light rooms where you want a superb setting for your furniture. Ideal for the dining room with either a white or yellow ceiling and white woodwork. Sunfast, the colors will keep their brightness. Washable, therefore easier to hang—paste and finger marks can be wiped off as each strip is hung. Embossed—printed on extra heavy stock.

Sidewall Paper

53 P 02545—Blue background. See sample below.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds 8 ounces.....44c

Border to Match

53 P 042545—Blue illustrated below. 2½ in. wide.

Shipping weight, per yard, 1 ounce. Per Yard.....6c

Ceiling Papers

53 P 02988—Yellow ceiling paper shown on Page 37.

53 P 02978—White, embossed. Not illustrated.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds 8 ounces.....44c

HOW MUCH PAPER TO ORDER? . . . SEE BACK COVER

**SEE SAMPLE
BELOW**





Modern Leaf "30 INCHES WIDE"

33^c

SINGLE
ROLL

SOLD ONLY IN TRIPLE ROLLS.

- WASHABLE
- SUNFAST
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM COSTS \$5.80

Sidewall Paper

53 P 02847—Gray. See sample below.
Triple roll 15 yards long, about 29 inches wide.
Shipping weight, 3 pounds 8 ounces. **99c**

Border to Match

53 P 052847—Gray. 2¼ inches wide.
Shipping weight, per yard, 1 ounce. Per Yard . . . **6c**

Ceiling Papers

Your choice—both harmonize with the sidewall paper.

53 P 02988—Yellow. See sample below.

53 P 02778—White embossed. Same embossing as
Yellow ceiling shown below.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds 8 ounces. **44c**

HOW MUCH PAPER TO ORDER?.. SEE PAGE 26



Favorite neutral shades for adaptability—
embossing for added richness of tone, and
heavy paper for extra service. An extra
wide, "30-inch" paper, it shows fewer seams.
For a perfect companion paper in an adjoining
room, see Page 13.



**SEE SAMPLES
BELOW**



Shaded Stripe CHOICE OF TWO COLORS

19^c SINGLE ROLL

SOLD ONLY IN DOUBLE ROLLS

PRICE OF SINGLE ROLL
SHOWN FOR EASY COMPARISON
WITH PRICES ELSEWHERE

- WASHABLE
- SUNFAST
- HEAVY PAPER
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM—SIDEWALL,
BORDER AND CEILING COSTS \$3.62



This pattern comes in a choice of two colors—the shaded rose stripe (sampled below and pictured on Page 3) or in a white silk finish with the stripe shading from white to, oyster white. Equally lovely in either color, a pattern usable in any room in the house. A little on the modern side, it makes a smart background for furnishings which have been collected through the years. See Order Blank for information on Easy Terms.

Sidewall Paper

53 P 02401—Rose background. See sample below.

53 P 02405—White. Silk finish.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds **38^c**

Border to Match

53 P 042401—Rose. 1½ inches wide.

53 P 042405—White silk finish.

Shipping weight, per yard, 1 ounce. Per Yard **6^c**

Ceiling Paper

53 P 02966—White. In same pattern as Ivory on Page 11.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds **38^c**

HOW MUCH PAPER TO ORDER? . . . SEE BACK COVER



**SEE SAMPLE
BELOW**



Varied Stripe IN IVORY SATIN

22^c SINGLE ROLL

SOLD ONLY IN DOUBLE ROLLS

PRICE OF SINGLE ROLL
SHOWN FOR EASY COMPARISON
WITH PRICES ELSEWHERE

- WASHABLE
- SUNFAST
- EXTRA HEAVY PAPER
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM—SIDEWALL,
BORDER AND CEILING COSTS \$4.04



The ever-popular stripe with a rich silk embossing that makes it very distinctive and smart for your modern rooms—while the small leaf-stripe gives it a note that is appropriate with either modern or period furniture. The color, too, is a splendid background for any color plan you already have. If you are a beginner at hanging wallpaper, here is a pattern you'll find easy to hang, for it's washable and extra heavy.

Sidewall Paper

53 P 02537—White satin finish stripe. See sample below.
Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds 8 ounces. **44c**

Border to Match

53 P 042537—White. Illustrated below. 2½ inches wide.
Shipping weight, per yard, 1 ounce. Per Yard. **6c**

Ceiling Paper

53 P 02978—White embossed. Same embossing as yellow ceiling shown on Page 37.
Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds 8 ounces. **44c**

HOW MUCH PAPER TO ORDER? . . . SEE BACK COVER

**SEE SAMPLE
BELOW**





Go Modern With POPULAR GREEN

22^c SINGLE ROLL

SOLD ONLY IN DOUBLE ROLLS

PRICE OF SINGLE ROLL
SHOWN FOR EASY COMPARISON
WITH PRICES ELSEWHERE

- WASHABLE
- SUNFAST
- EXTRA HEAVY PAPER
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM—SIDEWALL,
BORDER AND CEILING COSTS \$4.04



This pattern will give a cool and pleasant appearance to your room. A green rib-embossed background that goes well with your deep, rich mahogany furniture or with the new bleached woods. Grand for your living room, dining room, hall or bedroom. Sunfast, Washable and a fine value—it pays to buy the best wallpaper and at Sears you get top quality at lower prices. See the room scene on Page 30, using this pattern in a living room.

Sidewall Paper

53 P 02549—Green background. See sample below.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds 8 ounces.....**44c**

Border to Match

53 P 042549—Green illustrated below. 2½ inches wide.

Shipping weight, per yard, 1 ounce. Per Yard.....**6c**

Ceiling Papers

53 P 02984—Peach embossed. Same embossing as pink ceiling illustrated on Page 14.

53 P 02978—White embossed. Same embossing as pink ceiling illustrated on Page 14.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds 8 ounces.....**44c**

HOW MUCH PAPER TO ORDER? . . . SEE BACK COVER

**SEE SAMPLE
BELOW**





Fabric Texture FOR SMART WALLS

24^c SINGLE ROLL

SOLD ONLY IN DOUBLE ROLLS

PRICE OF SINGLE ROLL
SHOWN FOR EASY COMPARISON
WITH PRICES ELSEWHERE

- WASHABLE
- SUNFAST
- EXTRA HEAVY PAPER
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM—SIDEWALL,
BORDER AND CEILING COSTS \$4.24



Here's a very modern adaptation of the popular leaf pattern that will be perfect in your living room, dining room, sun room or bedroom. It provides just the proper background to set off blonde furniture—or contrasts nicely with dark walnut or mahogany. An interesting detail is the tweed embossing which gives the walls a richer finish than usual. An excellent "companion paper" for an adjoining room is shown on the next page.

Sidewall Paper

53 P 02623—Tan leaf design. See sample below.
Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds 8 ounces. **48c**

Border to Match

53 P 042623—Tan. 2¼ inches wide.
Shipping weight, per yard, 1 ounce. Per Yard. **6c**

Ceiling Paper

53 P 02980—Ivory. Same embossing as yellow ceiling paper shown on Page 37.
Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds 8 ounces. **44c**

HOW MUCH PAPER TO ORDER? . . . SEE BACK COVER



**SEE SAMPLE
BELOW**



Shadow Stripe IN TANS AND BEIGE

24^c SINGLE ROLL

SOLD ONLY IN DOUBLE ROLLS

PRICE OF SINGLE ROLL
SHOWN FOR EASY COMPARISON
WITH PRICES ELSEWHERE

- WASHABLE
- SUNFAST
- EXTRA HEAVY PAPER
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM—SIDEWALL,
BORDER AND CEILING COSTS \$4.24



A subtle stripe shading from light tan to tones of orange gives this paper a modern atmosphere. For a smart decorating scheme use the paper on the previous page in an adjoining room. This neutral paper will harmonize beautifully with your present color scheme—and will not detract from your other furnishings. Extra heavy paper and embossed, it will give years of service and look fresh as new, for it's sunfast and washable.

Sidewall Paper

53 P 02625—Tan background. See sample below.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds 8 ounces. **48c**

Border to Match

53 P 042625—Tan—as shown below. 2½ in. wide.

Shipping weight, per yard, 1 ounce. Per Yard **6c**

Ceiling Paper

53 P 02980—Ivory. Same embossing as yellow ceiling paper shown on Page 37.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds 8 ounces. **44c**

HOW MUCH PAPER TO ORDER? . . . SEE BACK COVER

**SEE SAMPLE
BELOW**





Modern Decoration IN GRAYED BLUE

17^c SINGLE ROLL

SOLD ONLY IN DOUBLE ROLLS

PRICE OF SINGLE ROLL
SHOWN FOR EASY COMPARISON
WITH PRICES ELSEWHERE

- WASHABLE
- SUNFAST
- HEAVY PAPER
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM—SIDEWALL,
BORDER AND CEILING COSTS \$3.34



Color is the best tonic for weary walls. Nothing can do more for you or your home than the wise and clever use of color. This grayed blue is pictured in color on Page 3. Notice its softer and more subdued coloring. A pattern designed primarily for downstairs but smart upstairs as well. See this same pattern with embossed background and a green silk finish on Page 40. For Easy Payment Terms see the enclosed Order Blank.

Sidewall Paper

53 P 02413—Blue background. See sample below.
Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds.....**34c**

Border to Match

53 P 042413—Blue. 2½ inches wide.

Shipping weight, per yard, 1 ounce. Per Yard.....**6c**

Ceiling Paper

53 P 02962—White. Illustrated on Page 35.
Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds.....**34c**

HOW MUCH PAPER TO ORDER? . . . SEE BACK COVER

**SEE SAMPLE
BELOW**





Tan and Beige IN STREAMLINED STRIPE

24^c SINGLE ROLL

SOLD ONLY IN DOUBLE ROLLS

PRICE OF SINGLE ROLL
SHOWN FOR EASY COMPARISON
WITH PRICES ELSEWHERE

- WASHABLE
- SUNFAST
- EXTRA HEAVY PAPER
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM—SIDEWALL,
BORDER AND CEILING COSTS \$4.24



The peach line running through stream-lined leaves on a beige background gives this paper just the touch of color it needs to make a perfect setting for your living room, dining room, bedroom or hall furniture. See this same design in Gray-Green on Page 32. For perfect color harmony in adjoining rooms—there are two other tan papers pictured together with this pattern on Page 30. For Easy Payment Terms see enclosed Order Blank.

Sidewall Paper

53 P 02603—Tan stripe background. See sample below.
Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds 8 ounces. **48c**

Border to Match

53 P 042603—Tan. 2¼ inches wide.
Shipping weight, per yard, 1 ounce. Per Yard. **6c**

Ceiling Papers

53 P 02980—Ivory. Same embossing as yellow ceiling paper shown on Page 37.

53 P 02978—White embossed. Same embossing as yellow ceiling paper shown on Page 37.

Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds 8 ounces. **44c**

HOW MUCH PAPER TO ORDER? . . . SEE BACK COVER



**SEE SAMPLE
BELOW**



Varnished Paper EASY TO CLEAN

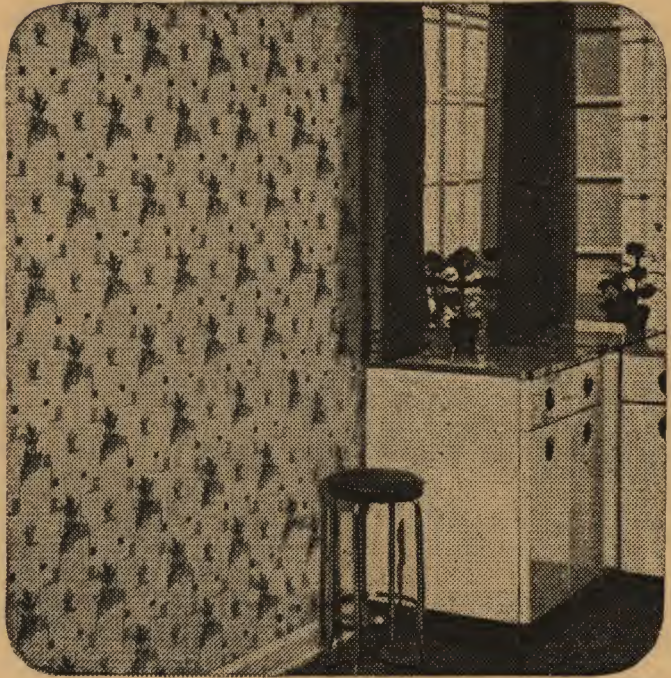
27^c SINGLE
ROLL

SOLD ONLY IN DOUBLE ROLLS

PRICE OF SINGLE ROLL
SHOWN FOR EASY COMPARISON
WITH PRICES ELSEWHERE

- VARNISH COATED PAPER
- WASHABLE
- SUNFAST
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM—SIDEWALL,
BORDER AND CEILING COSTS \$4.74



For the sparkling modern kitchen of today—a varnish-coated paper from which you can actually wash away dirt and soil marks with soap and water. Gay with reds, yellow, blues and greens and touches of black. Goes with any kitchen color scheme. Use this pattern for a cheery bathroom too—water or steam won't affect its varnished finish. On Sears Easy Terms, it costs only a few dollars a month to paper your home (see enclosed Order Blank).

Sidewall Paper

53 P 02785—White varnished paper. See sample below.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds.....**54c**

Border to Match

53 P 042785—White shown below. 2½ inches wide.

Shipping weight, per yard, 1 ounce. Per Yard.....**6c**

Ceiling Paper

53 P 02998—White—varnished.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds.....**54c**

HOW MUCH PAPER TO ORDER?... SEE BACK COVER

**SEE SAMPLE
BELOW**





Save Left-Over Wallpaper for repairs— for clever decorating ideas

Accidents do happen—so save left-over wallpaper and you may save the expense of repapering an entire room.

How smart to use odds and ends of wallpaper to cover a screen, hat and shoe boxes or closet shelves.

FASHION FAVORITES for the Thrifty



The key to the charming effect is in the perfect color harmony of the wallpapers. See the samples on Pages 60, 61 and 62.



Sewing room charm . . . a clever paper equally pretty in your kitchen. See Page 55.



Mauve Rose . . . a new color for new beauty in your bedroom. See Page 54.



Fashion favors Turquoise Blue . . . as in this bedroom scene. See Page 53.

See Sears General Catalog for Furnishings in Room Scenes

Page 47 . . . Sears, Roebuck and Co.

Guaranteed Sunfast FOR THREE FULL YEARS

Continuous Laboratory Tests Assure "Top" Quality



Featuring the Fern Pattern

SUNFAST • STANDARD WEIGHT • SEMI-TRIMMED

15^c
SINGLE ROLL

SOLD ONLY IN DOUBLE ROLLS

This modern version of the fern with a dusty rose background will make your downstairs glow with color. In the above picture the adjoining rooms are done in harmonizing patterns (see Pages 49 and 50) . . . the other colors available in each pattern are shown at the left. You can group together the patterns you like with the same pleasing results.

SEE SAMPLE

Sidewall Paper

53 P 02317—Rose Fern Pattern. See sample below.

53 P 02319—Blue Fern Pattern. At left of picture.

Double Roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds. **30^c**

Border to Match

53 P 042317—Rose. 2½ inches wide.

53 P 042319—Blue. 2½ inches wide.

Shipping weight, per yard, 1 ounce. Per Yard . . . **5½^c**

Ceiling Paper

53 P 02938—Off-White. Shown on Page 51.

53 P 02948—Blue. For Rose sidewall. Shown on Page 73.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds. **30^c**

HOW MUCH PAPER TO ORDER? . . . SEE BACK COVER

SEE SAMPLE
BELOW



Modern Stripes DUSTY ROSE AND BLUE

15^c SINGLE
ROLL

SOLD ONLY IN DOUBLE ROLLS

- SUNFAST
- STANDARD WEIGHT
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM COSTS \$2.98



An attractive stripe that seems to lend a touch of formality to your room. The dusty rose background with occasional blue stripes will harmonize perfectly with papers on Pages 48 and 50. Notice how smart adjoining rooms appear when papered with this ensemble as pictured on Page 48. Also pictured on Page 48 is this same pattern in blue—to see it in beige, turn to Page 51. For Easy Payment Terms, see the order blank enclosed.

Sidewall Paper

53 P 02325—Rose stripe design. See sample below.

53 P 02327—Blue stripe design. See picture on Page 48.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds.....**30c**

Border to Match

53 P 042325—Rose as illustrated below. 2½ inches wide.

53 P 042327—Blue. Not illustrated.

Shipping weight, per yard, 1 ounce. Per Yard.....**5½c**

Ceiling Paper

53 P 02938—Oyster White ceiling paper shown on Page 51.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds.....**30c**

HOW MUCH PAPER TO ORDER? . . . SEE BACK COVER

**SEE SAMPLE
BELOW**





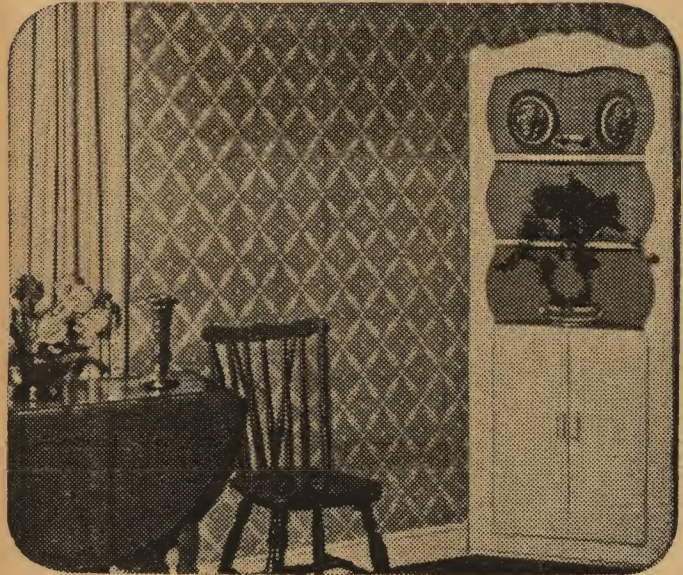
Grayed Blue ANOTHER NEW COLOR

15^c SINGLE ROLL

SOLD ONLY IN DOUBLE ROLLS

- SUNFAST
- STANDARD WEIGHT
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM COSTS \$2.98



Lends a cozy and interesting atmosphere to your room. Use it above a dado or chair rail in the dining room, as a conservative background for your living room (see picture Page 3), for a practical hall or a smart study. For perfect color harmony in adjoining rooms, notice the papers found on Pages 48, 49 or 51. For a room needing a pick-up in color, we have made this paper with a rose background (see picture on Page 48).

Sidewall Paper

53 P 02321—Blue background. See sample below.

53 P 02323—Rose background. See picture, Page 48.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds. **30^c**

Border to Match

53 P 042321—Blue illustrated below. 2¼ inches wide.

53 P 042323—Rose. Not illustrated.

Shipping weight, per yard, 1 ounce. Per Yard. **5½^c**

Ceiling Paper

53 P 02938—Oyster White shown on Page 51.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds. **30^c**

HOW MUCH PAPER TO ORDER? . . . SEE BACK COVER

**SEE SAMPLE
BELOW**





Modern Version **BEIGE STRIPE**

15^c

SINGLE
ROLL

SOLD ONLY IN DOUBLE ROLLS

- SUNFAST
- STANDARD WEIGHT
- SEMI-TRIMMED

AVERAGE ROOM COSTS \$2.98

Sidewall Paper

53 P 02329—Beige background. See sample below.
Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds. **30c**

Border to Match

53 P 042329—Beige illustrated below. $2\frac{1}{8}$ in. wide.
Shipping weight, per yard, 1 ounce. Per Yard. . . **5 $\frac{1}{2}$ c**

Ceiling Papers

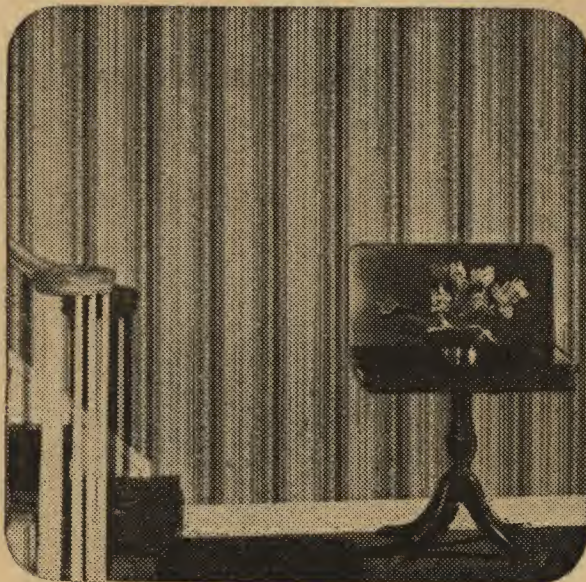
Your choice—both harmonize with the sidewall paper.

53 P 02938—Oyster White. See sample below.

53 P 02940—Cream ceiling paper shown on Page 69.
Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds. **30c**

HOW MUCH PAPER TO ORDER? . . SEE BACK COVER



A neutral stripe that makes smart decoration anywhere you choose to use it. Ties in with any color scheme and harmonizes with your adjoining rooms . . . see the three preceding papers. This same pattern is sampled in dusty rose on Page 49—also listed in blue.



**SEE SAMPLES
BELOW**



Luscious Fruit FOR THE KITCHEN

12 $\frac{1}{2}$ ^c

SINGLE
ROLL

SOLD ONLY IN DOUBLE ROLLS

- SUNFAST
- STANDARD WEIGHT
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM COSTS \$2.55

Sidewall Paper

53 P 02201—White background. See sample below.
Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds.....**25c**

Border to Match

53 P 042201—White illustrated below. 2 $\frac{1}{4}$ in. wide.
Shipping weight, per yard, 1 ounce. Per Yard...**5c**

Ceiling Paper

53 P 02926—White ceiling paper shown below.
Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds.....**25c**

HOW MUCH PAPER TO ORDER?... SEE BACK COVER



Looks good enough to eat—just the paper for color-hungry walls in your kitchen or dinette. It's sunfast, too! The colors will stay fresh and bright! The gay pattern suggests decals of fruit for your table and chairs for trimming. Remember to buy paste, see Page 90.



**SEE SAMPLES
BELOW**



Turquoise Blue A NEW SOFT COLOR

15^c

SINGLE
ROLL

SOLD ONLY IN DOUBLE ROLLS

- SUNFAST
- STANDARD WEIGHT
- SEMI-TRIMMED

AVERAGE 10 x 12' ROOM COSTS \$2.98

Sidewall Paper

53 P 02303—Turquoise Blue. See sample below.

53 P 02305—White **53 P 02301**—Peach

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds.....**30c**

Border to Match

53 P 042303—Turquoise Blue. 2 $\frac{3}{4}$ in. wide. See below.

53 P 042305—White **53 P 042301**—Peach

Shipping weight, per yard, 1 ounce. Per Yard **5 $\frac{1}{2}$ c**

Ceiling Papers

Your choice—both harmonize with the sidewall paper.

53 P 02946—Peach ceiling paper shown below.

53 P 02938—Oyster White. See Page 51.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds.....**30c**

HOW MUCH PAPER TO ORDER?.. SEE BACK COVER



New—in color and design. A soft blue with a slight turquoise cast—a restful color for your walls, see picture on Page 47. The Mauve Rose paper on the following page makes a pleasing contrast for an adjoining room. Remember to order paste—See Page 90.



SEE SAMPLES

BELOW



Mauve Rose ANOTHER NEW COLOR

15^c

SINGLE
ROLL

SOLD ONLY IN DOUBLE ROLLS

- SUNFAST
- STANDARD WEIGHT
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM COSTS \$2.98

Sidewall Paper

53 P 02307—Mauve Rose. See sample below.
Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds.....**30c**

Border to Match

53 P 042307—Mauve Rose illustrated below.
2 $\frac{3}{4}$ inches wide. Shipping wt., per yard, 1 ounce.
Per Yard.....**5 $\frac{1}{2}$ c**

Ceiling Papers

Your choice—both harmonize with the sidewall paper.

53 P 02950—Green ceiling paper shown below.

53 P 02938—White ceiling paper shown on Page 51.

Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds.....**30c**

HOW MUCH PAPER TO ORDER? . SEE BACK COVER



Here is fashion's latest version of orchid—Mauve Rose. Colorful flowers over stripe background. A contrasting green ceiling (shown below) and ruffled curtains will make your room one of beauty. See room scene on Page 47. For Easy Terms see Order Blank.

**SEE SAMPLES
BELOW**





Grayed Blue AND LOTS OF COLOR!

15^c

SINGLE
ROLL

SOLD ONLY IN DOUBLE ROLLS

- SUNFAST
- STANDARD WEIGHT
- SEMI-TRIMMED

AVERAGE ROOM 10 x 12 COSTS \$2.98

Sidewall Paper

53 P 02335—Grayed Blue. See sample below.
Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds.....**30c**

Border to Match

53 P 042335—Grayed Blue. See below. 2¼ in. wide.
Shipping weight, per yard, 1 ounce. Per Yard. . **5½c**

Ceiling Papers

Your choice—both harmonize with the sidewall paper.

53 P 02942—White ceiling paper shown below.

53 P 02952—Yellow ceiling paper shown on Page 64.
Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds.....**30c**

HOW MUCH PAPER TO ORDER?.. SEE BACK COVER



Your dinette or kitchen in cool blue—a new color treat. Equally charming for a sewing room or small bedroom. Add a sparkling white ceiling (shown below) or maybe a yellow for color. See room scene pictured on Page 47. Easy Payment Plan details on Order Blank.

**SEE SAMPLES
BELOW**





Soft Luster IN OYSTER WHITE

17^c SINGLE ROLL

SOLD ONLY IN DOUBLE ROLLS
 . . . SINGLE ROLLS PRICED FOR
 EASY COMPARISON

- SUNFAST
- EXTRA HEAVY PAPER
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM—SIDEWALL,
 BORDER AND CEILING COSTS \$3.34



Introduce white in one or two of your rooms as a change. It's one of the smartest decorating trends. You'll find your more colorfully papered adjoining rooms will be beautiful in contrast and the white room itself, with colorful furnishings, a gem of perfect decoration. This lustrous embossed paper with its distinctive flower design in soft grays will be an ideal selection. And how much lighter it will make a dark room appear!

Sidewall Paper

53 P 02359—Embossed White. See sample below.
 Double roll 16 yards long, 18 inches wide.
 Shipping weight, 2 pounds 8 ounces.....**34^c**

Border to Match

53 P 042359—White illustrated below. 2½ inches wide.
 Shipping weight, per yard, 1 ounce. Per Yard.....**6^c**

Ceiling Paper

53 P 02954—White—embossed. Not illustrated.
 Double roll 16 yards long, 18 inches wide.
 Shipping weight, 2 pounds 8 ounces.....**34^c**

HOW MUCH PAPER TO ORDER? . . . SEE BACK COVER

**SEE SAMPLE
 BELOW**





Popular Leaf IN THREE COLORS

12 $\frac{1}{2}$ ^c SINGLE ROLL

SOLD ONLY IN DOUBLE ROLLS

PRICE OF SINGLE ROLL
SHOWN FOR EASY COMPARISON
WITH PRICES ELSEWHERE

- SUNFAST
- STANDARD WEIGHT
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM—SIDEWALL,
BORDER AND CEILING COSTS \$2.55



Here's a graceful, leafy pattern that will add charm to any downstairs room or bedroom. A perfect background for the stronger tones of your color scheme. In green background, as shown, or in blue or tan, so that you can match, contrast or blend it with your present furnishings. Hang the paper yourself—it's easy. Complete instructions for hanging wallpaper included with each order—for paste and tools see Page 90.

Sidewall Paper

53 P 02245—Green background. See sample below.

53 P 02249—Blue.

53 P 02247—Tan.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds.....**25c**

Border to Match

53 P 042245—Green, illustrated below. 2 $\frac{1}{4}$ in. wide.

53 P 042249—Blue.

53 P 042247—Tan.

Shipping weight, per yard, 1 ounce. Per Yard.....**5c**

Ceiling Papers

Your choice—both harmonize with the sidewall papers.

53 P 02928—Ivory ceiling paper shown on Page 76.

53 P 02926—White ceiling paper shown on Page 52.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds.....**25c**

HOW MUCH PAPER TO ORDER? . . . SEE BACK COVER



**SEE SAMPLES
BELOW**



Adaptable Stripe IN WARM PEACH

17^c SINGLE
ROLL

SOLD ONLY IN DOUBLE ROLLS
PRICE OF SINGLE ROLL
SHOWN FOR EASY COMPARISON
WITH PRICES ELSEWHERE

- SUNFAST
- EXTRA HEAVY PAPER
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM—SIDEWALL,
BORDER AND CEILING COSTS \$3.34



Here is a pattern that will be at home in any room in the house upstairs or down. A stripe, always in good taste makes an appropriate setting for all types of furniture. The soft peach coloring lends a warm glow to your room and blends perfectly with the blues, greens, tans and oyster whites of your other furnishings. You will find many papers that will provide harmony in your adjoining rooms . . . the mark of a perfectly decorated home.

Sidewall Paper

53 P 02357—Peach stripe design. See sample below.
Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds 8 ounces. **34c**

Border to Match

53 P 042357—Peach. 3¼ inches wide. Not illustrated.
Shipping weight, per yard, 1 ounce. Per Yard. **6c**

Ceiling Paper

53 P 02954—White embossed. Not illustrated.
Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds 8 ounces. **34c**

HOW MUCH PAPER TO ORDER? . . . SEE BACK COVER

**SEE SAMPLE
BELOW**





Graceful Plumes FOUR COLORS

12 $\frac{1}{2}$ ^c SINGLE ROLL

SOLD ONLY IN DOUBLE ROLLS

PRICE OF SINGLE ROLL
SHOWN FOR EASY COMPARISON
WITH PRICES ELSEWHERE

- SUNFAST
- STANDARD WEIGHT
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM—SIDEWALL,
BORDER AND CEILING COSTS \$2.55



Green, blue, yellow or pink—your choice of four beautiful background colors. Though it would be most attractive in any room in the house, we suggest it especially for bedrooms. What a pretty room with the draperies, rugs or bedspreads in the same colors as the bows in the paper. You can afford to do your whole home when you buy wallpaper at Sears—for it's as economical as it is beautiful. For Easy Terms see the Order Blank.

Sidewall Paper

53 P 02219—Green background. See sample below.

53 P 02217—Pink background. Not illustrated.

53 P 02223—Yellow background. Not illustrated.

53 P 02221—Blue background. Not illustrated.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds.....**25c**

Border to Match

53 P 042219—Green, illustrated below. 2 Inches wide.

53 P 042217—Pink.

53 P 042223—Yellow.

53 P 042221—Blue.

Shipping weight, per yard, 1 ounce. Per Yard.....**5c**

Ceiling Paper

53 P 02926—White ceiling paper shown on Page 52.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds.....**25c**

HOW MUCH PAPER TO ORDER? . . . SEE BACK COVER

**SEE SAMPLE
BELOW**





White Background FOR DARK ROOMS

12 $\frac{1}{2}$ ^c

SINGLE
ROLL

SOLD ONLY IN DOUBLE ROLLS

- SUNFAST
- STANDARD WEIGHT
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM COSTS \$2.55

Sidewall Paper

53 P 02225—White background. See sample below.

53 P 02227—Soft Green background.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds.....**25c**

Border to Match

53 P 042225—White illustrated below. 2 $\frac{1}{4}$ in. wide.

53 P 042227—Green.

Shipping weight, per yard, 1 ounce. Per Yard...**5c**

Ceiling Papers

Your choice—both harmonize with the sidewall paper.

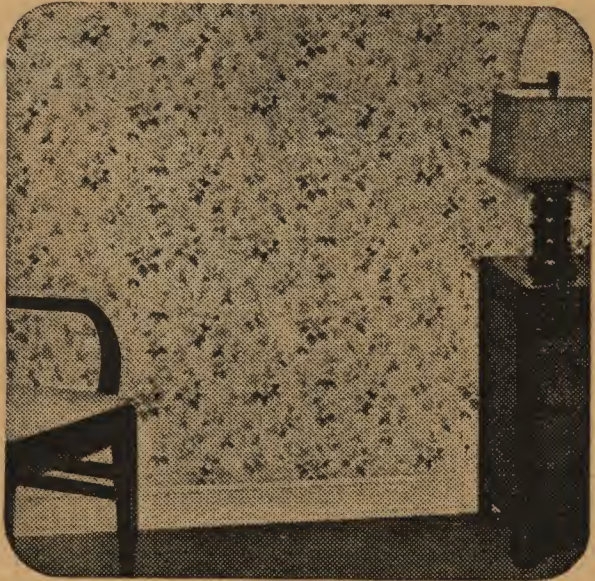
53 P 02934—Green ceiling paper shown below.

53 P 02926—White ceiling paper shown on Page 52.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds.....**25c**

HOW MUCH PAPER TO ORDER?... SEE BACK COVER



Beautiful upstairs or down. And what a wealth of papers it suggests for harmonizing colors in adjoining rooms. This and the next two papers would be an ideal ensemble—see them pictured together in color on Page 47. Green or white suggested for your ceiling.



**SEE SAMPLES
BELOW**



Fashion Leaders GRAY AND YELLOW

12 $\frac{1}{2}$ ^c SINGLE ROLL

SOLD ONLY IN DOUBLE ROLLS
PRICE OF SINGLE ROLL
SHOWN FOR EASY COMPARISON
WITH PRICES ELSEWHERE

- SUNFAST
- STANDARD WEIGHT
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM—SIDEWALL,
BORDER AND CEILING COSTS \$2.55



Smart decoration for any room. Picture it in your upstairs hall with the bedrooms harmoniously papered with the patterns on the preceding page and the following page—see them pictured together on Page 47. Or use it downstairs with the pattern on Page 63 in your kitchen, and the gray shown on Page 62 in the dining room. Order wallpaper today. For information on easy terms see Order Blank or General Catalog.

Sidewall Paper

53 P 02235—Gray and Yellow stripes. See sample below.

53 P 02237—Peach and Green stripes. Not illustrated.

53 P 02233—Pink and Blue stripes. Not illustrated.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds.....**25c**

Border to Match

53 P 042235—Gray and Yellow, see below. 2 $\frac{1}{4}$ in. wide.

53 P 042237—Peach and Green.

53 P 042233—Pink and Blue.

Shipping weight, per yard. 1 ounce. Per Yard.....**5c**

Ceiling Paper

53 P 02926—White ceiling paper shown on Page 52.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds.....**25c**

HOW MUCH PAPER TO ORDER? . . . SEE BACK COVER

**SEE SAMPLE
BELOW**





Gray and Yellow FLORAL PATTERN

12 $\frac{1}{2}$ ^c

SINGLE
ROLL

SOLD ONLY IN DOUBLE ROLLS

- SUNFAST
- STANDARD WEIGHT
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM COSTS \$2.55

Sidewall Paper

53 P 02243—Gray background. See sample below.
Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds.....**25c**

Border to Match

53 P 042243—Gray illustrated below. 2 $\frac{3}{8}$ in. wide.
Shipping weight, per yard, 1 ounce. Per Yard...**5c**

Ceiling Papers

Your choice—both harmonize with the sidewall paper.

53 P 02936—Yellow ceiling paper shown below.

53 P 02926—White ceiling paper shown on Page 52.
Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds.....**25c**

HOW MUCH PAPER TO ORDER?.. SEE BACK COVER



Its fashionable coloring—its popular floral design will make it a big favorite. See it in the room pictured on Page 47. For perfect color harmony in adjoining rooms it has many companions—see Pages 61, 60 or any other gray, yellow or white paper.

**SEE SAMPLES
BELOW**





Harvest Time A CHEERFUL COLOR

12 $\frac{1}{2}$ ^c SINGLE ROLL

SOLD ONLY IN DOUBLE ROLLS

PRICE OF SINGLE ROLL
SHOWN FOR EASY COMPARISON
WITH PRICES ELSEWHERE

- SUNFAST
- STANDARD WEIGHT
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM—SIDEWALL,
BORDER AND CEILING COSTS \$2.55



A bright background of yellow to bring sunshine into the busiest room in the house—the kitchen. Also clever for the dinette or recreation room. Carry out the effect by painting your furniture to match or contrast. Crisp white curtains, trimmed with colorful rickrack to match the colors in the wallpaper, will make your kitchen sparkle. Save any paper left over—it comes in handy for patching, especially in the kitchen.

Sidewall Paper

53 P 02203—Yellow background. See sample below.
Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds.....**25c**

Border to Match

53 P 042203—Yellow as shown below. 2 $\frac{3}{4}$ inches wide.
Shipping weight, per yard, 1 ounce. Per Yard.....**5c**

Ceiling Paper

53 P 02926—White ceiling paper shown on Page 52.
Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds.....**25c**

HOW MUCH PAPER TO ORDER? . . . SEE BACK COVER

**SEE SAMPLE
BELOW**





Floral Stripes ON COOL GREEN

15^c

SINGLE
ROLL

SOLD ONLY IN DOUBLE ROLLS

- SUNFAST
- STANDARD PAPER
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM COSTS \$2.98

Sidewall Paper

53 P 02313—Green background. See sample below.
Double roll 16 yards long, 18 inches wide.
Shipping weight 2 pounds. **30c**

Border to Match

53 P 042313—Green illustrated below. 2 in. wide.
Shipping weight, per yard, 1 ounce. Per Yard. . **5½c**

Ceiling Papers

Your choice—both harmonize with the sidewall paper,

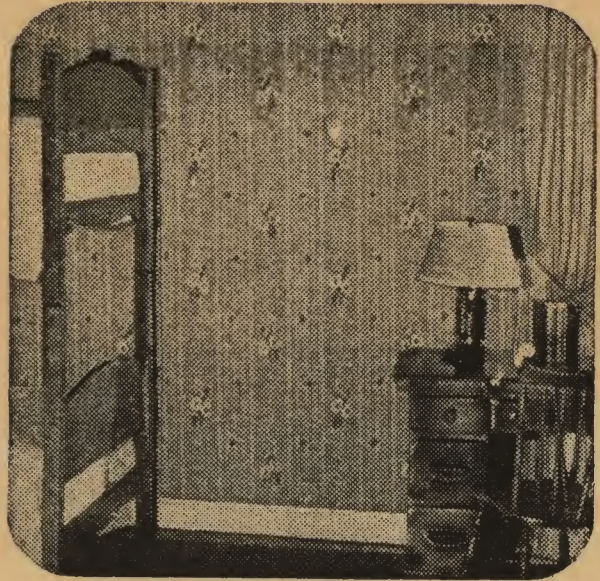
53 P 02952—Yellow ceiling paper shown below.

53 P 02938—Oyster White ceiling. See Page 51.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds. **30c**

HOW MUCH PAPER TO ORDER? . . SEE BACK COVER



Especially refreshing in a sunny South or West bedroom—it makes your room seem cool and restful. The pale yellow ceiling picks up its color from the flowers. Suggests yellow for window curtains and bedspreads to complete a beautifully decorated room.

**SEE SAMPLES
BELOW**





Canary Yellow FOR A SUNNY LOOK

15^c SINGLE ROLL

SOLD ONLY IN DOUBLE ROLLS
PRICE OF SINGLE ROLL
SHOWN FOR EASY COMPARISON
WITH PRICES ELSEWHERE

- SUNFAST
- STANDARD WEIGHT
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM—SIDEWALL,
BORDER AND CEILING COSTS \$2.98



Twin stripes—a silvery tailored one and a feminine, lacy jabot one. For an outstanding upstairs ensemble—use this sunny yellow pattern in your north or darker room; the cool green on Page 59 in your south or sunny room; the gray and yellow stripe on Page 61 for the hall, and the white paper, Page 60, for the guest room.

Don't throw away any paper left over—it comes in handy for patching . . . or makes a clever shelf lining for your closets.

Sidewall Paper

53 P 02309—Canary Yellow. See sample below.
Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds.....**30^c**

Border to Match

53 P 042309—Yellow, see sample below. 2½ in. wide.
Shipping weight, per yard, 1 ounce. Per Yard.....**5½^c**

Ceiling Papers

Your choice—both harmonize with the sidewall paper.
53 P 02950—Green ceiling paper shown on Page 54.
53 P 02942—White ceiling paper shown on Page 55.
Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds.....**30^c**

HOW MUCH PAPER TO ORDER? . . . SEE BACK COVER

**SEE SAMPLES
BELOW**





Still Life

A FRUIT DESIGN

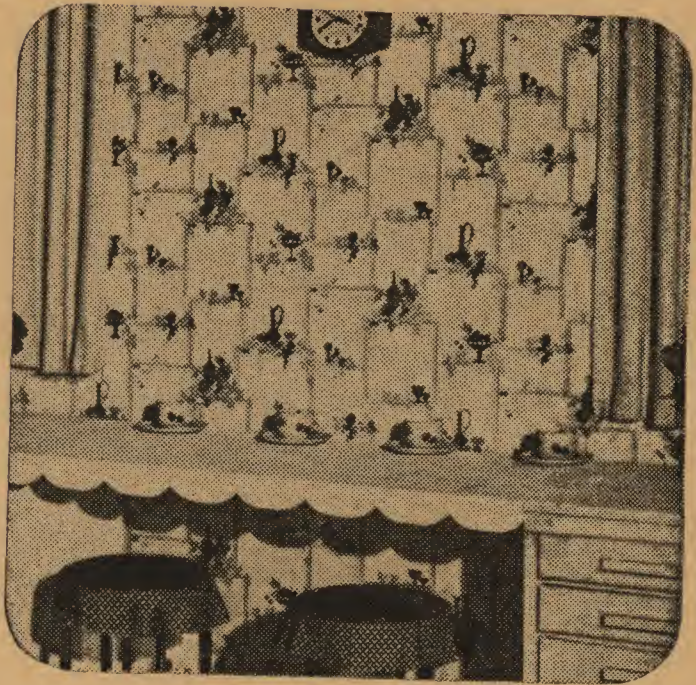
15^c SINGLE
ROLL

SOLD ONLY IN DOUBLE ROLLS

PRICE OF SINGLE ROLL
SHOWN FOR EASY COMPARISON
WITH PRICES ELSEWHERE

- SUNFAST
- STANDARD WEIGHT
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM—SIDEWALL,
BORDER AND CEILING COSTS \$2.98



Gay colors accented by black and silver on a white background will make your kitchen or dinette the most cheerful room in the house. No matter what your color scheme—this pattern will harmonize beautifully. Suggests window curtains with touches of the design colors.

Save extra wallpaper left over from the job for repair work, shelf lining—or cutout motifs of the pattern to decorate your blinds, canisters, waste baskets.

Sidewall Paper

53 P 02331—White background. See sample below.
Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds.....**30c**

Border to Match

53 P 042331—White illustrated below. 2 in. wide.

Shipping weight, per yard, 1 ounce. Per Yard.....**5½c**

Ceiling Paper

53 P 02942—White ceiling paper shown on Page 55.
Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds.....**30c**

HOW MUCH PAPER TO ORDER? . . . SEE BACK COVER

**SEE SAMPLE
BELOW**





Plaster Effect "30 INCHES WIDE"*

17^c

SINGLE
ROLL

SOLD ONLY IN TRIPLE ROLLS

PRICE OF SINGLE ROLL
SHOWN FOR EASY COMPARISON
WITH PRICES ELSEWHERE

- SUNFAST
- EXTRA HEAVY PAPER
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM—SIDEWALL,
BORDER AND CEILING COSTS \$3.68

This clever plaster-effect paper can be used for almost any room in the house. Its neutral shade will make a beautiful background for any type of furniture or color scheme. The warm tones and rough plaster-like texture lend a rich effect that will show less soil and give more wear. A paper that's hard to beat in value. The pattern needs no matching, therefore it's easier to hang. Tools and Paste are listed on Page 90. Buy by mail!

HOW MUCH TO ORDER For "30-inch" Papers Only

* The wallpaper industry calls these extra wide papers "30-inch papers." Actually, they measure from about 28 to 29 inches in width. We call this to your attention to avoid any possible misunderstanding.

Size of Room 8 or 9-Ft. High	Triple Rolls Sidewall	Yards of Border	Double Rolls Ceiling
8 x 10	3	14	2
8 x 12	4	15	2
10 x 12	4	16	2
10 x 14	4	18	3
12 x 14	4	19	3
12 x 16	5	21	4
12 x 18	5	22	4
14 x 16	5	22	4
14 x 18	6	23	4
15 x 18	6	24	5
15 x 20	6	25	5
16 x 18	6	25	5
16 x 20	6	26	5
18 x 20	6	28	6
20 x 24	7	31	7

Sidewall Paper

53 P 02811—Tan plaster-effect. See sample below.
Triple roll 15 yards long, about 29 inches wide.

Shipping weight, 3 pounds 8 ounces. **51c**

Border to Match

53 P 042811—Tan. 2¾ inches wide.

Shipping weight, per yard, 1 ounce. Per Yard. **6c**

Ceiling Paper

53 P 02956—Ivory embossed ceiling paper. Not illustrated.
Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds 8 ounces. **34c**

HOW MUCH PAPER TO ORDER? . . . SEE CHART ABOVE

**SEE SAMPLE
BELOW**





Dusty Rose MODERN LEAF DESIGN

12 $\frac{1}{2}$ ^c SINGLE ROLL

SOLD ONLY IN DOUBLE ROLLS

PRICE OF SINGLE ROLL
SHOWN FOR EASY COMPARISON
WITH PRICES ELSEWHERE

- SUNFAST
- STANDARD WEIGHT
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM—SIDEWALL,
BORDER AND CEILING COSTS \$2.55



One of the most amazing values in the entire book. This striking paper offers a world of decorative possibilities at a price unbelievably low. Its popular color—rose with a dusty cast—is exceptionally flattering. The leaf design is very modern—very smart. Attractive with light or dark woodwork. For papers in adjoining rooms select green, blue, tan or off-white—all will harmonize with the colors of this design:

Sidewall Paper

53 P 02241—Dusty Rose background. See sample below.
Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds..... **25c**

Border to Match

53 P 042241—Dusty Rose illustrated below. 2 $\frac{1}{4}$ inches wide.
Shipping weight, per yard, 1 ounce.
Per Yard..... **5c**

Ceiling Papers

Your choice—both harmonize with the sidewall paper.

53 P 02928—Ivory ceiling paper shown on Page 76.

53 P 02926—White ceiling paper shown on Page 52.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds..... **25c**

HOW MUCH PAPER TO ORDER? . . . SEE BACK COVER



**SEE SAMPLE
BELOW**



New Color Mates BEIGE AND BLUE

15^c SINGLE
ROLL

SOLD ONLY IN DOUBLE ROLLS

- SUNFAST
- STANDARD WEIGHT
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM COSTS \$2.98

Sidewall Paper

53 P 02333—Beige background. See sample below.
Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds.....**30c**

Border to Match

53 P 042333—Beige illustrated below. 2¼ in. wide.
Shipping weight, per yard, 1 ounce. Per Yard. . **5½c**

Ceiling Papers

Your choice—both harmonize with the sidewall paper.

53 P 02940—Cream ceiling paper shown below.

53 P 02938—Oyster White shown on Page 51.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds.....**30c**

HOW MUCH PAPER TO ORDER?.. SEE BACK COVER



A cheerful wallpaper for a colorful kitchen or dinette. Colors give you no end of clever ideas. You'll be tempted to paint your furniture to match or contrast. Enjoy your wallpapers while paying for them—see Order Blank for details on our Easy Payment Plan.



**SEE SAMPLES
BELOW**



High in Favor FRAMED FLOWERS ON PINK

17^c SINGLE ROLL

SOLD ONLY IN DOUBLE ROLLS
PRICE OF SINGLE ROLL
SHOWN FOR EASY COMPARISON
WITH PRICES ELSEWHERE

- SUNFAST
- EXTRA HEAVY PAPER
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM—SIDEWALL,
BORDER AND CEILING COSTS \$3.34



Here's all you can wish for in a beautiful upstairs paper. Notice the shining background, how it accents the smart embossing. The small pattern imparts a feeling of airy spaciousness to any room. The graceful beauty of the design adds a note of appealing luxury. For smart color harmony in adjoining rooms use a blue paper or another pink paper—see Pages 20, 21 and 22, or the four papers immediately following this page.

Sidewall Paper

53 P 02355—Pink background. See sample below.
Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds 8 ounces.....**34c**

Border to Match

53 P 042355—Pink as shown below, 2¼ inches wide.
Shipping weight, per yard, 1 ounce. Per Yard.....**6c**

Ceiling Paper

53 P 02954—White embossed paper. Not illustrated.
Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds 8 ounces.....**34c**

HOW MUCH PAPER TO ORDER? . . . SEE BACK COVER

**SEE SAMPLE
BELOW**





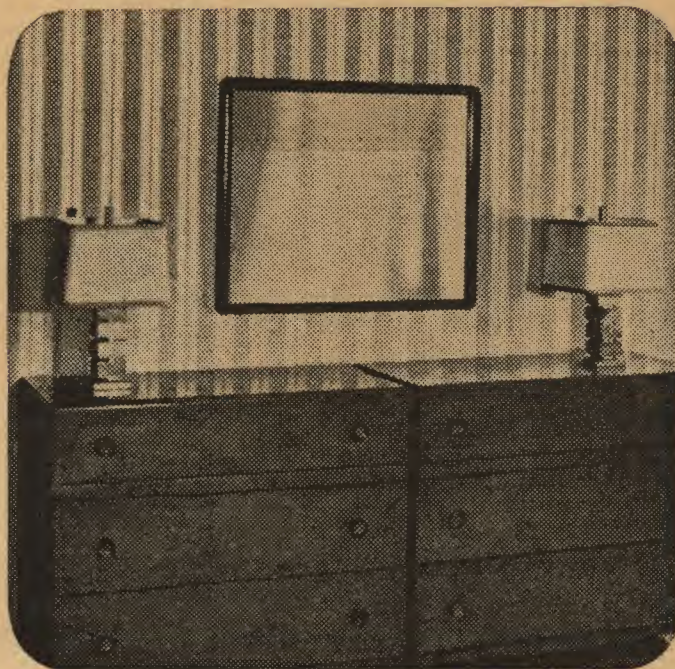
Satin Stripes FOUR COLORS

12 $\frac{1}{2}$ ^c SINGLE ROLL

SOLD ONLY IN DOUBLE ROLLS
PRICE OF SINGLE ROLL
SHOWN FOR EASY COMPARISON
WITH PRICES ELSEWHERE

- SUNFAST
- STANDARD WEIGHT
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM—SIDEWALL,
BORDER AND CEILING COSTS \$2.55



Now you can select just the color your room needs in a stripe pattern perfect for upstairs or downstairs. Comes in four equally lovely colors—see illustration on Page 2. Blue or green for the sunny room—pink for the cool room, and white for the room where you have different colors in your rugs and accessories. So economical you can do a whole room for only \$2.55. With your savings you can do another room.

Sidewall Paper

53 P 02209—Blue Stripe. See sample below.
53 P 02213—Pink Stripe. **53 P 02215**—Green Stripe.
53 P 02211—White Stripe on White background.
Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds.....**25c**

Border to Match

53 P 042209—For Blue Stripe. See below.
53 P 042213—For Pink Stripe. **53 P 042215**—For Green Stripe.
53 P 042211—For White Stripe.
2½ inches wide. Shpg. wt., per yard, 1 oz. Per Yard...**5c**

Ceiling Paper

53 P 02926—White ceiling paper shown on Page 52.
Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds.....**25c**

HOW MUCH PAPER TO ORDER? . . . SEE BACK COVER



**SEE SAMPLES
BELOW**



Pink Roses ON A BLUE BACKGROUND

15^c SINGLE ROLL

SOLD ONLY IN DOUBLE ROLLS
PRICE OF SINGLE ROLL
SHOWN FOR EASY COMPARISON
WITH PRICES ELSEWHERE

- SUNFAST
- STANDARD PAPER
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM—SIDEWALL,
BORDER AND CEILING COSTS \$2.98



Sidewall Paper

53 P 02315—Blue with Pink roses. See sample below.
Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds.....**30c**

Border to Match

53 P 042315—Blue, illustrated below. 2¼ in. wide.
Shipping weight, per yard. 1 ounce. Per Yard.....**5½c**

Ceiling Paper

53 P 02942—White ceiling paper shown on Page 55.
Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds.....**30c**

HOW MUCH PAPER TO ORDER? . . . SEE BACK COVER

**SEE SAMPLE
BELOW**



A darling setting for a young girl's room in her pet color scheme—pink and blue. For harmonizing papers in adjoining rooms—an ensemble hard to beat for crisp charm is the pink eyelet stripe (Page 73) and the pink or blue floral paper listed on Page 74. Any combination, however, of pink and blue papers would be smart decoration. Or make an ensemble of a blue room, a green room (shown Page 59) and a pink room (Page 70).



Dressmaker Touch FOR YOUR WALLS

15^c

SINGLE
ROLL

SOLD ONLY IN DOUBLE ROLLS

PRICE OF SINGLE ROLL
SHOWN FOR EASY COMPARISON
WITH PRICES ELSEWHERE

- SUNFAST
- STANDARD WEIGHT
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM—SIDEWALL,
BORDER AND CEILING COSTS \$2.98

Sidewall Paper

53 P 02311—Pink background. See sample below.
Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds.....**30c**

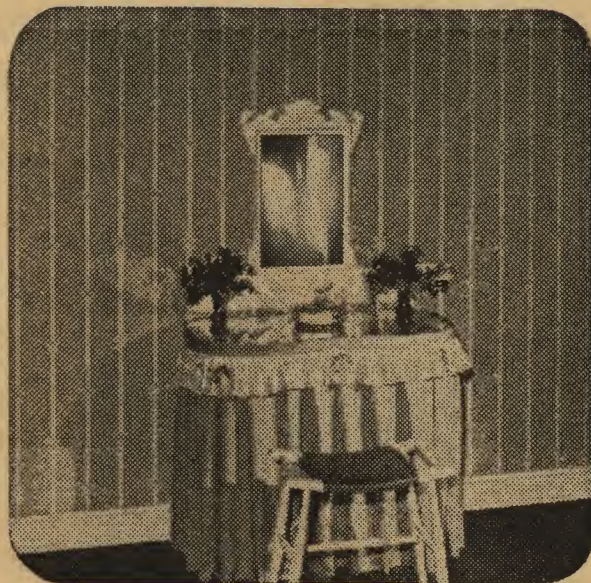
Border to Match

53 P 042311—Illustrated below. $4\frac{1}{8}$ in. wide.
Shipping weight, per yard, 1 ounce. Per Yard...**5 $\frac{1}{2}$ c**

Ceiling Papers

Your choice—both harmonize with the sidewall paper.
53 P 02948—Blue ceiling paper shown below.
53 P 02942—White ceiling paper shown on Page 55.
Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds.....**30c**

HOW MUCH PAPER TO ORDER?.. SEE BACK COVER



One of the most cunning papers ever made. Suggests eyelet embroidery and blue ribbons to trim your dressing table. Blue ceiling (below) and blue papers for adjoining rooms such as Pages 72 and 74 will harmonize beautifully. Sunfast—the colors will remain lovely.

**SEE SAMPLES
BELOW**



Dressmaker Touch FOR YOUR WALLS

15^c

SINGLE
ROLL

SOLD ONLY IN DOUBLE ROLLS

PRICE OF SINGLE ROLL
SHOWN FOR EASY COMPARISON
WITH PRICES ELSEWHERE

- SUNFAST
- STANDARD WEIGHT
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM—SIDEWALL,
BORDER AND CEILING COSTS \$2.98

Sidewall Paper

53 P 02311—Pink background. See sample below.
Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds. **30c**

Border to Match

53 P 042311—Illustrated below. $4\frac{1}{8}$ in. wide.
Shipping weight, per yard, 1 ounce. Per Yard. . **5 $\frac{1}{2}$ c**

Ceiling Papers

Your choice—both harmonize with the sidewall paper.

53 P 02948—Blue ceiling paper shown below.

53 P 02942—White ceiling paper shown on Page 55.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds. **30c**

HOW MUCH PAPER TO ORDER? . . SEE BACK COVER



One of the most cunning papers ever made. Suggests eyelet embroidery and blue ribbons to trim your dressing table. Blue ceiling (below) and blue papers for adjoining rooms such as Pages 72 and 74 will harmonize beautifully. Sunfast—the colors will remain lovely.



**SEE SAMPLES
BELOW**



Your Favorite BLUE OR PINK

12 $\frac{1}{2}$ ^c SINGLE
ROLL

SOLD ONLY IN DOUBLE ROLLS
. . . SINGLE ROLLS PRICED FOR
EASY COMPARISON

- SUNFAST
- STANDARD WEIGHT
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM—SIDEWALL,
BORDER AND CEILING COSTS \$2.55



Here are the colors of the most popular wallpaper in all America during last year—but in a new and far superior design. And that's only half the good news . . . there are many papers designed and colored to go with it for your adjoining rooms; see Pages 71, 72 and 73. For a similar paper in washable quality see Page 20. Add wallpaper to your Easy Payment order and decorate your entire home (see Order Blank for details).

Sidewall Paper

53 P 02229—Blue background. See sample below.

53 P 02231—Pink background. Not illustrated.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds.....25c

Border to Match

53 P 042229—Blue illustrated below. 2 $\frac{1}{8}$ inches wide.

53 P 042231—Pink.

Shipping weight, per yard, 1 ounce. Per Yard.....5c

Ceiling Paper

53 P 02926—White ceiling paper shown on Page 52.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds.....25c

HOW MUCH PAPER TO ORDER? . . . SEE BACK COVER

**SEE SAMPLE
BELOW**





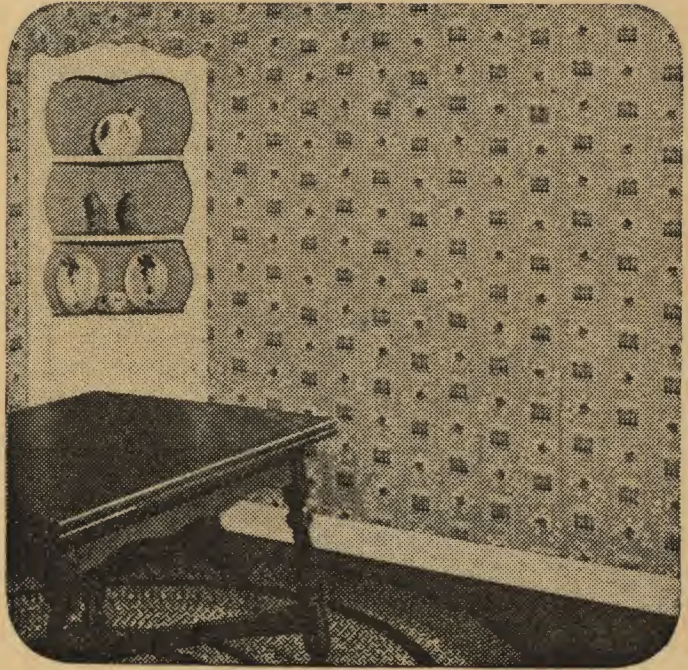
Neutral Shade BRIGHT WITH FLOWERS

12 $\frac{1}{2}$ ^c SINGLE
ROLL

SOLD ONLY IN DOUBLE ROLLS
... SINGLE ROLLS PRICED FOR
EASY COMPARISON

- SUNFAST
- STANDARD WEIGHT
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM—SIDEWALL,
BORDER AND CEILING COSTS \$2.55



A gay little pattern with a tan background—practical and smart for your kitchen, dinette, or sewing room. For clever decoration match the design colors with your woodwork or accessories—the reds or yellows in a north room; the blues or greens in a south room. Gayly colored flower pots and trailing ivy would be charming on your window sills. Sunfast—the colors will not dull. For Easy Terms, see Order Blank.

Sidewall Paper

53 P 02205—Tan background. See sample below.
Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds.....**25c**

Border to Match

53 P 042205—Tan as shown below. 2 $\frac{1}{4}$ inches wide.

Shipping weight, per yard, 1 ounce. Per Yard.....**5c**

Ceiling Papers

Your choice—both harmonize with the sidewall paper.

53 P 02928—Ivory ceiling paper shown on Page 76.

53 P 02926—White ceiling paper shown on Page 52.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds.....**25c**

HOW MUCH PAPER TO ORDER? . . . SEE BACK COVER

**SEE SAMPLE
BELOW**





Deep Beige A NEW SHADE

12 $\frac{1}{2}$ c

SINGLE
ROLL

SOLD ONLY IN DOUBLE ROLLS

- SUNFAST
- STANDARD WEIGHT
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM COSTS \$2.55

Sidewall Paper

53 P 02239—Deep Beige. See sample below.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds.....**25c**

Border to Match

53 P 042239—Shown below. 2 $\frac{1}{4}$ inches wide.

Shipping weight, per yard, 1 ounce. Per Yard...**5c**

Ceiling Paper

53 P 02928—Ivory ceiling paper shown below.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds.....**25c**

HOW MUCH PAPER TO ORDER?... SEE BACK COVER



This modern pattern is the vogue in decoration for almost any room. The neutral background harmonizes with any color scheme and ties in with your adjoining rooms. A wise choice for the budget shopper—see Order Blank for information on Sears Easy Payment Plan.

**SEE SAMPLES
BELOW**





For Spaciousness A SCENIC PATTERN

10^c SINGLE
ROLL

SOLD ONLY IN DOUBLE ROLLS

PRICE OF SINGLE ROLL
SHOWN FOR EASY COMPARISON
WITH PRICES ELSEWHERE

- SUNFAST
- STANDARD WEIGHT
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM—SIDEWALL,
BORDER AND CEILING COSTS \$2.12



For equal style, beauty and quality elsewhere you would pay double this low price. A distinctive pattern especially nice for downstairs decoration. The soft tones of the paper make it harmonize with any room color scheme. The design adds interest to your walls—makes your room "homey" and graciously livable. Border and an ivory ceiling will give the correct finishing touches for perfect decoration. Remember to order paste, see Page 90.

Sidewall Paper

53 P 02183—Beige scenic pattern. See sample below.
Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds.....20c

Border to Match

53 P 042183—Beige, illustrated below. 2½ in. wide.

Shipping weight, per yard, 1 ounce. Per Yard.....4½c

Ceiling Paper

53 P 02918—Ivory ceiling paper shown on Page 83.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds.....20c

HOW MUCH PAPER TO ORDER? . . . SEE BACK COVER

**SEE SAMPLE
BELOW**





Sweetheart Roses AND STRIPES

10^c SINGLE
ROLL

SOLD ONLY IN DOUBLE ROLLS

- SUNFAST
- STANDARD WEIGHT
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM COSTS \$2.12

Sidewall Paper

53 P 02181—Blue background. See sample below.
Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds **20c**

Border to Match

53 P 042181—Blue illustrated below. 2 $\frac{3}{4}$ in. wide.
Shipping weight, per yard, 1 ounce. Per Yard . . **4 $\frac{1}{2}$ c**

Ceiling Papers

Your choice—both harmonize with the sidewall paper.

53 P 02912—Blue ceiling paper shown below.

53 P 02908—White ceiling paper shown on Page 84.

Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds **20c**

HOW MUCH PAPER TO ORDER? . . SEE BACK COVER



The delightfully dainty effect of this pretty rosebud design on a French blue background answers your decorating problem. The tiny flowers help the room to look larger and the stripe effect adds height. Suggested below is a blue ceiling — a grand combination.

**SEE SAMPLES
BELOW**





A Duet STRIPES AND FLOWERS

10^c SINGLE
ROLL

SOLD ONLY IN DOUBLE ROLLS

- SUNFAST
- STANDARD WEIGHT
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM COSTS \$2.12

Sidewall Paper

53 P 02179—White. See sample below.
Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds. **20c**

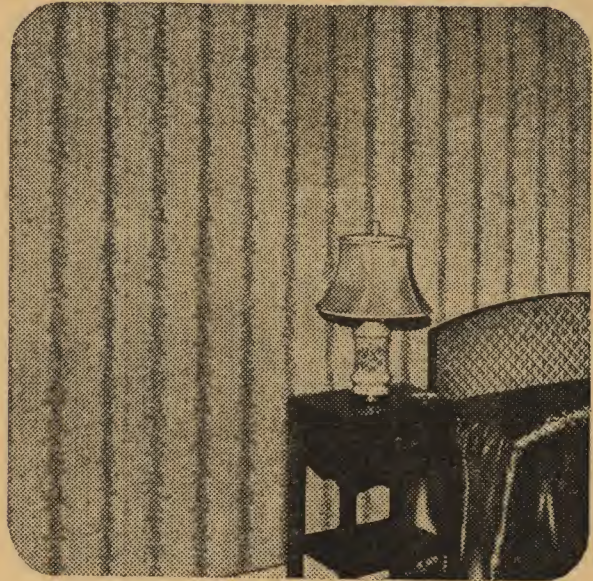
Border to Match

53 P 042179—White illustrated below. 2¼ in. wide.
Shipping weight, per yard, 1 ounce. Per Yard . **4½c**

Ceiling Papers

Your choice—all harmonize with the sidewall paper.
53 P 02914—Green ceiling paper shown below.
53 P 02908—White ceiling paper shown on Page 84.
53 P 02912—Blue ceiling paper shown on Page 80.
Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds. **20c**

HOW MUCH PAPER TO ORDER?.. SEE BACK COVER



The cheery floral and leaf stripes will add color to your room and height to your ceilings. They will "tie in" with other furnishings and harmonize with your adjoining rooms. They make a clever background for painted furniture. Why not paper your ceiling in color?

**SEE SAMPLES
BELOW**





Delicate Colors FRAMED FLOWERS

10^c SINGLE ROLL

SOLD ONLY IN DOUBLE ROLLS

- SUNFAST
- STANDARD WEIGHT
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM COSTS \$2.12

Sidewall Paper

53 P 02177—Pink background. See sample below.

53 P 02173—Blue background. Not illustrated.

53 P 02175—Green background. Not illustrated.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds **20^c**

Border to Match

53 P 042177—Pink. See Below **53 P 042175**—Green.

53 P 042173—Blue. 2½ inches wide.

Shipping weight, per yard, 1 ounce. Per Yard . . **4½^c**

Ceiling Papers

53 P 02916—Pink ceiling paper shown below.

53 P 02908—White ceiling paper shown on Page 84.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds **20^c**

HOW MUCH PAPER TO ORDER? . . SEE BACK COVER



Sweet and feminine—a graceful wreath framing bouquets of flowers in soft colors. Especially appropriate for bedrooms but equally suitable for many other rooms. Made in three delicate shades of color—choose the one that will go with the colors in your room.



**SEE SAMPLES
BELOW**



Autumn Colors

BEIGE WITH GOLD

10c SINGLE ROLL

SOLD ONLY IN DOUBLE ROLLS

- SUNFAST
- STANDARD WEIGHT
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM COSTS \$2.12

Sidewall Paper

53 P 02187—Tan background. See sample below.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds.....**20c**

Border to Match

53 P 042187—Tan illustrated below. $2\frac{3}{8}$ inches wide.

Shipping weight, per yard, 1 ounce. Per Yard.. **4 $\frac{1}{2}$ c**

Ceiling Papers

Your choice—both harmonize with the sidewall paper.

53 P 02910—Cream ceiling paper shown below.

53 P 02908—White ceiling paper shown on Page 84.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds.....**20c**

HOW MUCH PAPER TO ORDER?.. SEE BACK COVER



Styled to form a perfect background for your living room, dining room, or for that matter, almost any room in the house. Autumn colors blend with dark or light woodwork . . . stronger colors in your rugs, draperies and furniture will complete a charming room.

**SEE SAMPLES
BELOW**





Your New Kitchen WHITE OR TAN

10c

SINGLE
ROLL

SOLD ONLY IN DOUBLE ROLLS

- SUNFAST
- STANDARD WEIGHT
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM COSTS \$2.12

Sidewall Paper

53 P 02169—White background. See sample below.

53 P 02171—Tan background. Not illustrated.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds. 20c

Border to Match

53 P 042169—White illustrated below. 2½ in. wide.

53 P 042171—Tan.

Shipping weight, per yard, 1 ounce. Per Yard. . 4½c

Ceiling Papers

Double rolls 16 yards long, 18 inches wide.

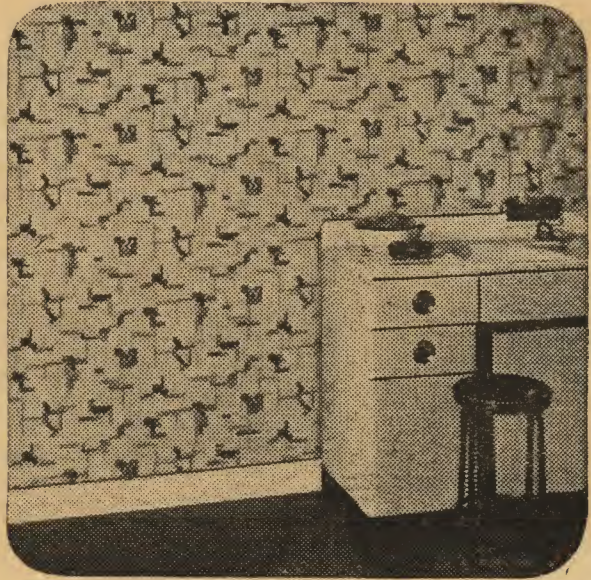
Shipping weight, each, 2 pounds.

53 P 02920—Star pattern. See below. 25c

53 P 02908—White. Shown on Page 84. 20c

53 P 02918—Ivory. Shown on Page 83. 20c

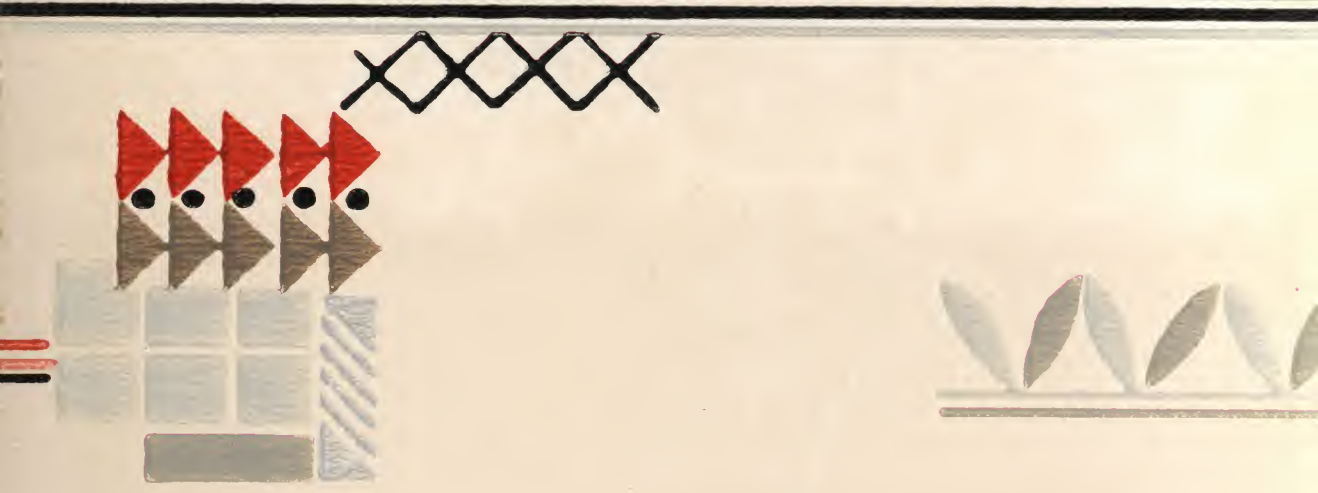
HOW MUCH PAPER TO ORDER? . . SEE BACK COVER



It's spic-and-span and colorfully gay in your kitchen, dinette, or bath. The star ceiling and trim border put the finishing touches to your room. Or paper sidewalls and ceiling of a small room with the star pattern alone. For Easy Payment Terms see Order Blank.

**SEE SAMPLES
BELOW**





Tapestry Effect IN NEUTRAL TONES

10^c

SINGLE
ROLL

SOLD ONLY IN DOUBLE ROLLS

- SUNFAST
- STANDARD WEIGHT
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM COSTS \$2.12

Sidewall Paper

53 P 02185—Beige background. See sample below.
Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds.....**20c**

Border to Match

53 P 042185—Beige illustrated below. 2½ in. wide.
Shipping weight, per yard, 1 ounce. Per Yard. . **4½c**

Ceiling Paper

53 P 02918—Ivory ceiling paper shown below.
Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds.....**20c**

HOW MUCH PAPER TO ORDER?... SEE BACK COVER



One of the most practical papers you can buy. The traditional design in beige harmonizes with any color scheme. The tapestry background doesn't show soil and it's sunfast! Economical, too, average 10 x 12 room costs only \$2.12 for sidewall, border and ceiling.

**SEE SAMPLES
BELOW**





Neat Blocks EASY ON THE BUDGET

10^c SINGLE ROLL

SOLD ONLY IN DOUBLE ROLLS

- SUNFAST
- STANDARD WEIGHT
- SEMI-TRIMMED

AVERAGE 10 x 12 ROOM COSTS \$2.12

Sidewall Paper

53 P 02165—Green. See sample below.

53 P 02167—Tan. Not illustrated.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds. **20^c**

Border to Match

53 P 042165—Green illustrated below. 2½ in. wide.

53 P 042167—Tan.

Shipping weight, per yard, 1 ounce. Per Yard. . . **4½^c**

Ceiling Papers

Your choice—both harmonize with the sidewall papers.

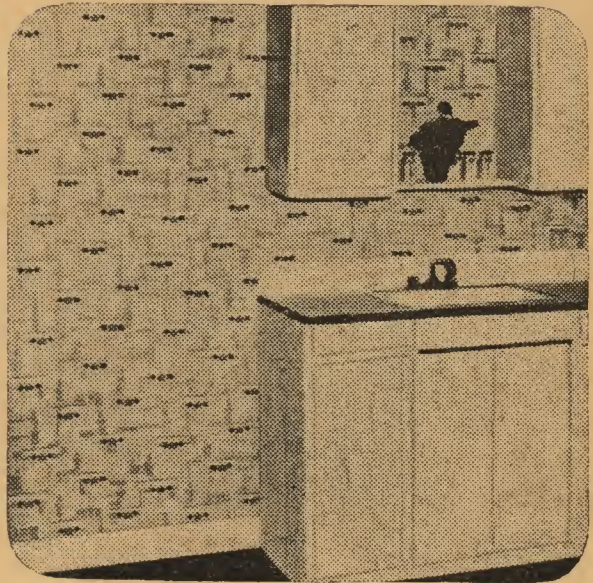
53 P 02908—White ceiling paper shown below.

53 P 02918—Ivory ceiling paper shown on Page 83.

Double roll 16 yards long, 18 inches wide.

Shipping weight, 2 pounds. **20^c**

HOW MUCH PAPER TO ORDER? . . SEE BACK COVER



Perfect for kitchens, bathrooms or cheery dinettes. Sunfast—the colors will keep their charm and clean freshness. This same pattern also comes with the blocks in two shades of tan and is listed below. Everything you need to hang the paper listed on Page 90.

**SEE SAMPLES
BELOW**





Choice of Two Qualities

An economical paper with the popular plaster-type design that makes such practical and serviceable decoration. It is particularly easy to hang because the pattern needs no matching. It's a grand paper to start with if you're going to join the thousands who save by hanging their own wallpaper. Complete instructions on "How to Hang Wallpaper" included in every order. Provides an harmonious background for any type of furniture or color scheme. The rich tan brings warmth to a large, "cold" room—gives to it cozy informality. For your convenience, we offer a choice of two qualities. The 6c paper is not sunfast. If you re-decorate often, you'll find it quite adequate. However, for an additional 21c for the average 10 x 12 foot room, you can have the Sunfast pattern shown below. It pays to buy the Sunfast quality—the colors will stay brighter and last longer.

7 $\frac{1}{2}$ c SINGLE ROLL

SOLD ONLY IN DOUBLE ROLLS

- SUNFAST
- SEMI-TRIMMED

6c SINGLE ROLL

SOLD ONLY IN DOUBLE ROLLS

- NOT SUNFAST
- SEMI-TRIMMED

Sidewall Paper

53 P 02189—Tan. See sample below.
Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds..... **15c**

Sidewall Paper

53 P 02107—Tan. Not illustrated.
Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds..... **12c**

Border to Match

53 P 042189—Tan shown below. 2 $\frac{1}{4}$ inches wide.
Shipping weight, per yard, 1 ounce. Per Yard..... **3 $\frac{1}{2}$ c**

Border to Match

53 P 042189—Tan. 2 $\frac{1}{4}$ inches wide.
Shipping weight, per yard, 1 ounce. Per Yard..... **3 $\frac{1}{2}$ c**

Ceiling Paper

53 P 02906—Ivory. Sunfast. Not illustrated.
Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds..... **15c**

Ceiling Paper

53 P 02902—Mottled Tan. Not Sunfast. Not illustrated.
Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds..... **12c**

HOW MUCH PAPER TO ORDER?

SEE BACK COVER

SEE SAMPLE
BELOW





Two Qualities—Two Prices

The best tonic for a gloomy kitchen is bright new wallpaper . . . and surely the kitchen is one of the first rooms to need new wallpaper to keep it bright and fresh. The good news is that it's really very inexpensive to paper with this colorful pattern. The cost for an average 10 x 12 foot room including sidewall, border and ceiling is only \$1.79 for the Sunfast quality sampled below, or \$1.58 for the same pattern in quality that is not Sunfast. We recommend the Sunfast quality—the difference is only 21c for an average 10 x 12 foot room, and it more than pays for itself in longer service. The design of this paper is smart and practical. The wood graining helps to hide dirt and spots . . . and the gay colors of the dishes add interest to your walls. Makes an attractive dinette or breakfast room. It's easy to hang the paper yourself! Complete instructions enclosed with each order:

8 $\frac{1}{2}$ ^c SINGLE ROLL

SOLD ONLY IN DOUBLE ROLLS

- SUNFAST
- SEMI-TRIMMED

Sidewall Paper

53 P 02151—Tan. See sample below.
Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds. **17c**

Border to Match

53 P 042151—Tan shown below. 2 $\frac{1}{8}$ inches wide.
Shipping weight, per yard, 1 ounce. Per Yard. **4c**

Ceiling Paper

53 P 02904—White. Sunfast. Not illustrated.
53 P 02906—Ivory. Sunfast. Not illustrated.
Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds. **15c**

HOW MUCH PAPER TO ORDER?
SEE BACK COVER

7^c SINGLE ROLL

SOLD ONLY IN DOUBLE ROLLS

- NOT SUNFAST
- SEMI-TRIMMED

Sidewall Paper

53 P 02141—Tan. Not illustrated.
Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds. **14c**

Border to Match

53 P 042151—Tan. 2 $\frac{1}{8}$ inches wide.
Shipping weight, per yard, 1 ounce. Per Yard. **4c**

Ceiling Paper

53 P 02902—Mottled Tan. Not Sunfast. Not illustrated.
Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds. **12c**

SEE SAMPLE
BELOW





Choose From Two Qualities

We offer this paper in two qualities. For 7c you can get the quality that is not Sunfast. But, for just a few cents more per room, you can have the Sunfast quality shown below. "Buy the Best" is a slogan really smart to follow, because the Sunfast quality will give you better service, more satisfaction, and last many seasons without losing its fresh, bright colors. Buy this smart floral paper at Sears low prices—you'll find you can save enough to help paper another room. It's a paper you'll like in your living room as well as in your bedroom—its bright colors will go with your furniture, rugs and accessories. The trim border and ceiling will complete your room. It's easy to hang the paper yourself—complete instructions included with each order. For everything you need to do a good wall-papering job—tools, paste, etc., see Page 90.

8 $\frac{1}{2}$ ^c SINGLE
ROLL

SOLD ONLY IN DOUBLE ROLLS

- SUNFAST
- SEMI-TRIMMED

7^c SINGLE
ROLL

SOLD ONLY IN DOUBLE ROLLS

- NOT SUNFAST
- SEMI-TRIMMED

Sidewall Paper

53 P 02159—Stripe. See sample below.
Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds..... **17c**

Border to Match

53 P 042159—Shown below. 2 $\frac{3}{8}$ inches wide.
Shipping weight, per yard, 1 ounce. Per Yard..... **4c**

Ceiling Paper

53 P 02906—Ivory. Sunfast. Not illustrated.
Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds..... **15c**

HOW MUCH PAPER TO ORDER?
SEE BACK COVER



Sidewall Paper

53 P 02129—Stripe. Not illustrated.
Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds..... **14c**

Border to Match

53 P 042159—2 $\frac{3}{8}$ inches wide.
Shipping weight, per yard, 1 ounce. Per Yard..... **4c**

Ceiling Paper

53 P 02900—Mottled off-white. Not Sunfast. Not illustrated.
Double roll 16 yards long, 18 inches wide.
Shipping weight, 2 pounds..... **12c**

SEE SAMPLE
BELOW



Description of Seven Papers Shown on Page Below

SUNFAST . . . WASHABLE . . . HEAVY PAPER

(A) Federal American

Green background harmonizes with two papers at right. Also in gray-blue to match the pattern on the front cover.

Sidewall Paper

53 P 02693—Green. Also see Page 4.
53 P 02691—Gray-Blue background.
Double roll 16 yds. long, 18 in. wide.
Shipping weight, 2 pounds, **64c**

Border to Match

53 P 042693—Green. 2½ in. wide.
53 P 042691—Gray-Blue background.
Shpg. wt., per yd., 1 oz. Per Yd. **6c**

Ceiling Paper

53 P 02980—Ivory embossed.
53 P 02978—White embossed.
Double roll 16 yds. long, 18 in. wide.
Shipping weight, 2 lbs. 8 oz. **44c**

(B) Pine Cones

Harmonizes with green papers at right and left. Also in white to go with the gray-blue background paper on front cover.

Sidewall Paper

53 P 02627—Cream. Also see Page 4.
53 P 02629—White background.
Double roll 16 yds. long, 18 in. wide.
Shipping weight, 2 pounds, **48c**

Border to Match

53 P 042627—Cream. 2½ in. wide.
53 P 042629—White background.
Shpg. wt., per yd., 1 oz. Per yd. **6c**

Ceiling Paper

53 P 02980—Ivory embossed.
53 P 02978—White embossed.
Double roll 16 yds. long, 18 in. wide.
Shipping weight, 2 lbs. 8 oz. **44c**

(C) Monticello

The latest in decorating—Federal American Green, shown below, or gray-blue background pictured on front cover.

Sidewall Paper

53 P 02689—Green. Also see Page 4.
53 P 02687—Gray-Blue. See front cover.
Double roll 16 yds. long, 18 in. wide.
Shipping weight, 2 pounds, **64c**

Border to Match

53 P 042689—Green. 1¾ in. wide.
53 P 042687—Gray-Blue background.
Shpg. wt., per yd., 1 oz. Per Yard. **6c**

Ceiling Paper

53 P 02980—Ivory embossed.
53 P 02978—White embossed.
Double roll 16 yds. long, 18 in. wide.
Shipping weight, 2 lbs. 8 oz. **44c**

(D) Graceful Swans

A paper that gives satisfaction and good service because of the varnish coating—water and steam will not mar its beauty or colors. You can cut out the swans to trim your clothes hamper or waste basket. Carry out the pink and blue color scheme by matching or contrasting your towels, shower and window curtains.

Sidewall Paper

53 P 02781—Blue background. Double roll 16 yards long, 18 inches wide. Shipping weight, 2 pounds, **54c**

Border to Match

53 P 042781—Blue. 2 inches wide. Shipping weight, per yard, 1 ounce. Per Yard. **6c**

Ceiling Paper

53 P 02998—White, Varnish Coated. Double roll, 16 yds. long, 18 inches wide. Shipping weight, 2 lbs. **54c**

(F) Dude Ranch

Cowboys, bucking broncos and the wide open spaces are gayly colored and pictured for your wild-west-loving sons. A perfect background for maple furniture. A clever room treatment is to use this pattern on one large wall and the Knotty Pine (Page 12) on the other three walls, or use in adjoining rooms for color harmony.

Sidewall Paper

53 P 02483—Dude Ranch. Double roll 16 yards long, 18 inches wide. Shipping weight, 2 pounds, **38c**

Border to Match

53 P 042483—Tan. 1½ in. wide. Shipping weight, per yard, 1 ounce. Per Yard **6c**

Ceiling Paper

53 P 02968—Ivory. See Page 11. Double roll 16 yards long, 18 inches wide. Shipping weight, 2 pounds, **38c**

(E) Lotus Blossoms

A beautiful peach and blue paper that will give your bath or dressing room a new and individual look—as smart as any room in the house. The warm peach background covered with trailing blossoms suggests window and shower curtains in blue. Include wallpaper on your Easy Payment Order (see Order Blank for details).

Sidewall Paper

53 P 02589—Peach. Double roll 16 yards long, 18 inches wide. Shipping weight, 2 pounds, **44c**

Border to Match

53 P 042589—Peach. 2½ inches wide. Shipping weight, per yard, 1 ounce. Per Yard. **6c**

Ceiling Paper

53 P 02982—Blue embossed, see Page 25. Double roll 16 yds. long, 18 in. wide. Shpg. wt., 2 lbs. 8 oz. **44c**

(G) Ship Ahoy

Red and white boats with white and silver sails go skimming over this deep blue background to give a salty freshness to your recreation room. Also perfectly suitable for breakfast nook, boy's room, or would be just right for your summer cottage. Suggests carrying out the Red, White and Blue color scheme in other furnishings.

Sidewall Paper

53 P 02473—Ship Ahoy. Double roll 16 yards long, 18 inches wide. Shipping weight, 2 pounds, **38c**

Border to Match

53 P 042473—Deep Blue. 2½ inches wide. Shipping weight, per yard, 1 ounce. Per Yard. **6c**

Ceiling Paper

53 P 02966—White (same pattern as Ivory, Page 11). Double roll 16 yds. long, 18 in. wide. Shpg. wt., 2 lbs. **38c**

HOW MUCH PAPER TO ORDER? . . . SEE BACK COVER

Seven Additional Papers of Distinctive Design

Novelty and Bath Papers . . . Large Scale Patterns



Ⓐ A pattern in keeping with the new Federal American trend



Ⓑ Pine Cones—harmonizes with papers at right and left



Ⓒ Monticello—the pattern on the front cover!



Ⓓ Graceful Swans for a charming bath. Ideal with an adjoining bedroom papered in pink or blue



Ⓔ Lotus Blossoms against a soft peach background for a very smart powder room or bath

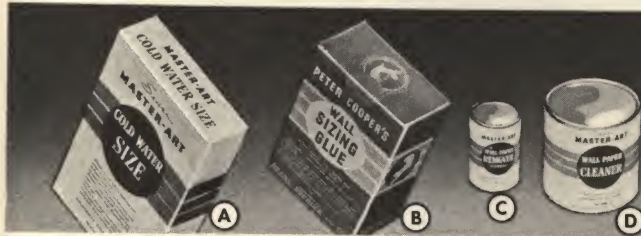


Ⓕ Yippee! A "home on the range" for your little cowboy! He'll be the proudest boy you ever saw



Ⓖ Anchors Aweigh! Red, white and blue and the nautical spirit for your recreation room
Page 89 . . . Sears, Roebuck and Co.

Good tools and supplies make it easy to hang your own wallpaper



(A) Master-Art Cold Water Size

Must be used on new walls before papering . . . or old when you have removed the paper and the walls are porous. Easy to prepare—mixes readily with cold water.

53 P 7—1-lb. Pkg. (enough for 10x12-ft. room). Shpg. wt., 1 lb. 5 oz. . . . **21c**

(B) Peter Cooper's Wall Sizing Glue

Used for sizing walls as mentioned above or as a general household glue for wood mending, carpet sizing and many other purposes. Mixes readily with warm water.

53 P 6—1-lb. Pkg. (enough for 10x12-ft. room). Shpg. wt., 1 lb. 5 oz. . . . **29c**

(C) Master-Art Wallpaper Remover

Penetrates and loosens the paper—greatly decreases the labor required to remove wallpaper. In powder form—dissolve package in gallon of water and apply to walls with brush or sponge—enough for 10x12-ft. room.

53 P 10—1¼-ounce Package. Shipping weight, 3 ounces. . . . **10c**

(D) Master-Art Wallpaper Cleaner

Dough-type cleaner. Wipe over walls—it picks up dirt but doesn't harm paper. One can cleans 10x12-ft. room or several window shades. Also cleans kalsomined walls.

53 P 13—12-oz. Can. Shpg. wt., 1 lb. 4 oz. . . . **25c**

The job is easier with
Pure Wheat Paste

23c
2-LB. BAG

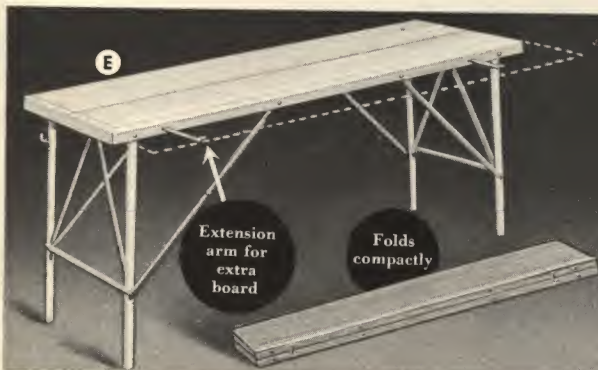


Easy to Mix • Easy to Apply • Most Economical

Sticks better, works faster, goes farther than blended wheat paste because it absorbs more water. . . . Yet Sears price is amazingly low. Pure wheat paste dries slowly enough to permit sliding paper on the wall to match the design. Mixes easily with cold water . . . no cooking or straining necessary. Keeps well after mixing. . . . will not sour for several days and is vermin-proof. 2 pounds enough to do average 10x12-foot room.

53 P 4—2-lb. Bag. Shipping weight, 2 lbs. 5 oz. . . . **23c**

53 P 5—5-lb. Bag. Shipping weight, 5 lbs. 5 oz. . . . **55c**



(E) Folding Type Paste Table

- Clear, white, well-seasoned Basswood top
- Built-in extension arm for extra board
- Folds compactly with space inside for tools.

It's easier to do the job with this sturdy, well-constructed professional type paste table. The Basswood top remains straight and does not warp as readily as other woods, and the Norway pine legs have metal cross braces for extra strength. Extension arms to hold 7½-in. board when you are working with wider papers. Rests to hold straight edge when it's not in use. Folds compactly for ease in carrying with plenty of space inside for straight edge, extra board and other tools. Measures 22 inches wide by 33 inches high when open . . . only 11 inches wide when closed. Zinc strip included.

53 PM 73—6-ft. Table. Shpg. wt., 28 lbs. Not Mailable. . . . **\$7.25**

53 PM 74—7-ft. Table. Shpg. wt., 33 lbs. Not Mailable. . . . **\$7.75**

53 P 077—6-ft. Extra Board. 7½ in. wide. Shpg. wt., 5 lbs. Mailable. **\$1.39**

53 PM 78—7-ft. Extra Board. 7½ in. wide. Shpg. wt., 7 lbs. Not Mailable **\$1.79**

Paste Boards and Trestles

(F) Hinged Paste Boards

Folding paste boards of well-seasoned white Basswood. Open to 22½ inches wide. Reinforced on cutting edge. Use with trestles or your own props to make a paste table. Zinc strip included.

53 P 075—6 ft. Length. **\$3.25**
Mailable. Shpg. wt., 17 lbs.

53 PM 76—7-ft. Length. Not Mailable. Shipping weight, 20 lbs. . . . **\$3.98**

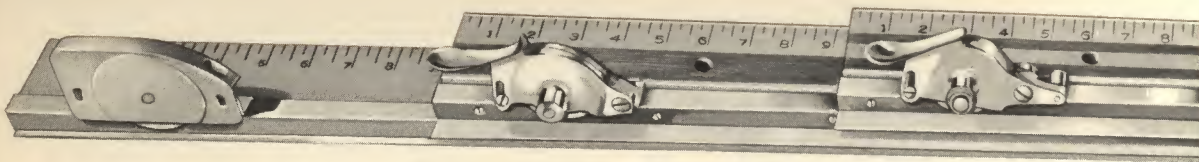
(G) 7-ft. Zinc Strip—3 in. Wide
Use to protect table when trimming paper. A soft metal—insures clean cut—will not injure the trimming blade.

53 P 79—7-ft. Strip. Shipping weight, 1 lb. 4 oz. . . . **29c**

(H) Sturdy Trestles

Hard "rock" maple trestles, with special hinged joints—all metal parts enameled to prevent rusting. Opens and closes easily. Clever device for adjusting height from 31 inches to 33¼ inches. Hook for holding straight edge, when not in use, slides into recess. Folds compactly to 23½ inches by 43½ inches for ease in carrying and storage. Pair of trestles and hinged paste boards make an economical, convenient paste table. Add these trestles to your order—Easy Terms available, see enclosed Order Blank.

53 P 080—Trestles, pair. Shipping weight, 6 pounds 10 ounces. **\$1.98**
Mailable . . .



GOOD... Rotary Trimming Outfit

Thriftily priced outfit includes—6-ft. metal straight edge; 6-ft. zinc strip, and 2-in. steel wheel blade trimmer. Shiny finish trimmer track will take any standard trimmer. For professional quality see the better trimming outfits shown at right.

53 P 064—3-Piece Trimming Outfit. \$3.29
Shipping weight, 7 pounds.....

BETTER... Trimming Outfit

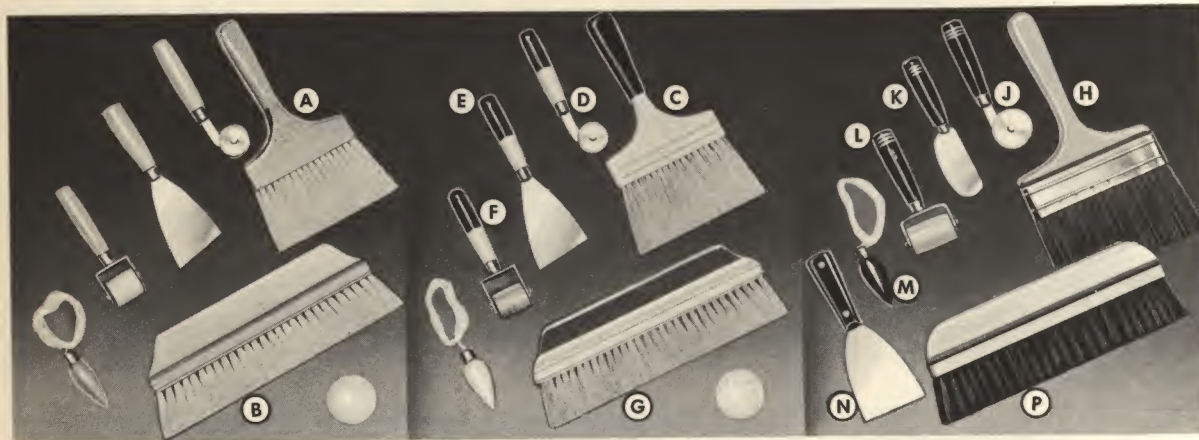
Outfit includes—6-ft. zinc strip; 6-ft. straight edge of 3-ply laminated Philippine mahogany with a non-rusting steel track; and trimmer with 2-in. metal wheel. Straight edge and trimmer sold separately.

53 P 065—3-Pc. Outfit. Shpg. wt., 9 lbs.. \$5.98
53 P 065S—6-ft. Straight Edge only.
Shipping weight, 8 pounds.....\$3.59
53 P 65T—Trimmer only. Shpg. wt., 1 lb.. \$2.29

BEST... Rotary Trimming Outfit

Includes—6-ft. 5-ply laminated mahogany straight edge with non-rusting metal binding; adjustable blade trimmer. 6-ft. zinc strip.

53 P 071—3-Pc. Outfit. Shpg. wt., 9 lbs. \$7.98
53 P 071S—6-ft. Straight Edge only.
Shipping weight, 8 pounds.....\$4.65
53 PM 72S—7-ft. Straight Edge only.
Shipping weight, 9 lbs. Not Mailable.....\$5.25



GOOD Quality Tool Kit

This 7-piece kit contains all the tools you need to hang wallpaper. A 12-inch smoothing brush; a 6-inch paste brush; a wall scraper; 1½-inch wheel knife for trimming paper at ceiling and baseboard; seam roller; plumb bob and carpenter's blue chalk—so you will be sure to hang your strips of wallpaper straight. Instructions on "How to Hang Wallpaper" included with every kit. For tool kits of better quality see the two listed at right.

53 P 50—7-pc. Tool Kit. Shipping weight, 2 pounds 3 ounces.....95c
(A) 53 P 36—6-in. Paste Brush. Shpg. wt., 1 lb. 25c
(B) 53 P 43—12-in. Smoothing Brush.
Shipping weight, 11 ounces.....19c

BETTER Quality Tool Kit

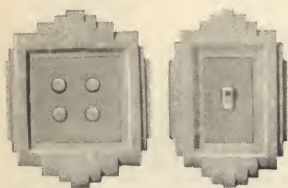
Set includes 12-in. smoother; 7-in. paste brush; wall scraper; base trimmer; seam roller; plumb bob and line; and blue chalk. Better quality brushes and sturdier construction than set at left.

53 P 51—7-pc. Better Quality Set.
Shipping weight, 2 lbs. 4 oz.....\$1.39
(C) 53 P 51B—7-inch Paste Brush.
Shipping weight, 1 pound.....43c
(D) 53 P 51C—1½-inch Base Trimmer.
Shipping weight, 5 ounces.....23c
(E) 53 P 51D—2¼x4-inch Scraper.
Shipping weight, 5 ounces.....10c
(F) 53 P 51E—Maple Seam Roller.
Shipping weight, 5 ounces.....23c
(G) 53 P 51A—12-inch Smoothing Brush.
Shipping weight, 12 ounces.....39c

BEST Quality Tool Kit

The Best quality tool kit will give you better service and more satisfaction because of the construction and the materials used in the making of the tools. Every piece is of finer, better quality. The 7-piece kit contains—a 12-inch smoothing brush with double rows of horsehair for extra service; a superior 7-inch paste brush; a metal scraper 3 inches by 4¼ inches with semi-elastic blade that makes your paper removing much easier; a hard wood plumb bob to be sure you hang the paper straight; a 2-inch composition seam roller; a metal wallpaper knife 3¾ inches by 17½ inches with a semi-flexible metal blade; and a wheel knife with a 2-inch serrated metal blade to trim around baseboard, casings, and fixtures. If you have never hung wallpaper before, you will find that with the proper tools it is a pleasant and exciting experience rather than a task. Complete instructions "How to Hang Wallpaper" included with each order.

53 P 34—7-pc. Best Quality Set.
Shipping weight, 2 pounds 8 ounces.....\$3.29
(H) 53 P 49—7-inch Paste Brush.
Shipping weight, 1 pound.....65c
(J) 53 P 31—Wheel Knife.
Shipping weight, 5 ounces.....55c
(K) 53 P 21—Metal Paper Knife.
Shipping weight, 4 ounces.....29c
(L) 53 P 14—2-inch Composition Roller.
Shipping weight 6 ounces.....69c
(M) 53 P 83—Plumb Bob with 20-ft. Line.
Shipping weight, 3 ounces.....5c
(N) 53 P 23—Flexible Scraper
Shipping weight, 5 ounces.....65c
(P) 53 P 45—12-inch Smoothing Brush.
Shipping weight, 12 ounces.....65c



Ivory Color Plastic Wall Shields

Attractively designed wall shields to fit under standard size switch plates—single or double size. Protects your wallpaper from finger marks. Switch plate not included with wall shield.

53 P 93—Double Switch Size. 35c
Shipping weight, 10 ounces.....
53 P 92—Single Switch Size. 25c
Shipping weight, 7 ounces.....
560-553



(R) High Grade Paste Brush. Combination paste or alkaline brush. 7-in. brush with mixture of horsehair and bristles. Long hardwood handle.
53 P 39—Shipping weight, 1 pound.....\$1.49
(S) High Grade Smoothing Brush. 12-in. brush with double rows of high grade black sterilized horsehair. Lacquered natural finish handle.
53 P 46—Shipping weight, 12 ounces... \$1.09

Wall Oilcloth is permanently washable

49c Per Yard

\$5.44 12-Yard Bolt

Sturdy fabric foundation with four waterproof coatings makes this wall oilcloth practical decoration for kitchens, bathrooms, playrooms, or wherever you want permanently washable walls. Resists dirt and grease—keeps its fresh, vivid colors because it's sunfast. Very heavy quality that covers cracks and unsightly walls. Hang like wallpaper, but use slightly thicker paste. The plain color tints for sidewalls or ceilings are sold in both 48-inch and 24-inch widths—all other patterns sold in 48-inch widths only.

How Much Wall Oilcloth Will You Need?

48-inch Width. Divide the number of square feet to be covered by 12 for the number of yards needed. 12-yard bolt covers 144 square feet of wall space. All patterns available in 48-inch width.

24-inch Width. (Plain colored tints only.) Divide number of square feet to be covered by 6 for the number of yards of wall oilcloth needed. 12-yard bolt covers 72 square feet of wall space. The 24-inch width is easier to hang but will show more seams.



Cream and Green Water Lily Design

53 P 02957—48 inches wide. Shipping weight, per yard, 1 pound 6 oz. Per Yard. . . **49c**
12-Yard Bolt. Shipping weight, 14 lbs. . . **\$5.44**
53 P 022957—Border. 2½ inches wide. Shipping weight, 2 ounces. Per Yard. . . **9c**
53 P 02927—Cream ceiling. 48 inches wide. Shipping weight, 1 lb. 6 oz. Per Yard. . . **49c**



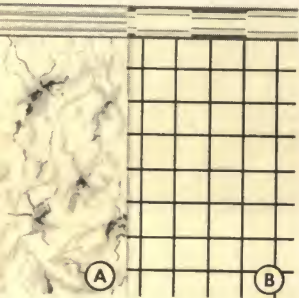
Patriotic Colors for Your Kitchen

53 P 02963—48 inches wide. Shipping weight, per yard, 1 pound 6 ounces. Per Yard. . . **49c**
12-Yard Bolt. Shipping weight, 14 pounds. . . **\$5.44**
53 P 022963—Border to match. 2½ inches wide. Shipping weight, 2 ounces. Per Yard. . . **9c**
53 P 02919—White ceiling. 48 inches wide. Shipping weight, 1 pound 6 ounces. Per Yard. . . **49c**



Nautical Design for Your Bath

53 P 02961—48 inches wide. Shipping weight, per yard, 1 pound 6 oz. Per Yard. . . **49c**
12-Yard Bolt. Shipping weight, 14 lbs. . . **\$5.44**
53 P 022961—Border. 2½ inches wide. Shipping weight, 2 ounces. Per Yard. . . **9c**
53 P 02919—White ceiling. 48 inches wide. Shipping weight, 1 lb. 6 oz. Per Yard. . . **49c**



Marbled Pattern

Smart as sidewall, ceiling, or when used above a wainscoting.
 (A) **53 P 02965**—48 in. wide. Shipping wt., per yard, 1 lb. 6 oz. . . **49c**
12-Yd. Bolt. Shpg. wt., 14 lbs. **\$5.44**
53 P 022965—Border. 2½ in. wide. Shipping weight, 2 oz. . . **9c**
 Per Yard. . . **9c**

Tile Pattern

A neat wainscoting when used with border or for your entire wall.
 (B) **53 P 02967**—48 in. wide. Shipping wt., per yard, 1 lb. 6 oz. . . **49c**
12-Yd. Bolt. Shpg. wt., 14 lbs. **\$5.44**
53 P 022967—Border. 2½ in. wide. Shpg. wt., 2 oz. Per Yard. . . **9c**
560-553



For Your Kitchen or Bath

A charming pattern in red, black and white for a glistening kitchen or bath. The white background will give your room that clean, freshly scrubbed look which will last for years—because wall oilcloth is permanently washable. This pattern is equally smart as a wainscoting or over the whole sidewall. Be sure to make your paste extra thick when hanging wall oilcloth.

53 P 02959—48 in. wide. Shipping weight, per yd., 1 lb. 6 oz. . . **49c**
12-Yd. Bolt. Shpg. wt., 14 lbs. . . **\$5.44**
53 P 022959—Border. 2½ in. wide. Shpg. wt., 2 oz. Per Yard. . . **9c**
53 P 02919—White ceiling. 48 in. wide. Shpg. wt., 1 lb. 6 oz. Per Yard. . . **49c**



PLAIN TINTS for Ceiling or Sidewall

These plain colored tints come in two finishes: glossy smooth finish and flat pebbled finish. Also available in two widths: standard—48 inches; narrower 24-inch.

	48-in. Width		
	Standard	24-in. Width	Border
Glossy Smooth Finish	(C) Peach. 53 P 02931	53 P 02929	53 P 022929
	(D) Ivory. 53 P 02923	53 P 02921	53 P 022921
	(E) White. 53 P 02919	53 P 02917	53 P 022917
	(F) Cream. 53 P 02927	53 P 02925	53 P 022925
Dull Pebbled Finish	(C) Peach. 53 P 02903	53 P 02901	53 P 022901
	(D) Ivory. 53 P 02911	53 P 02909	53 P 022909
	(E) White. 53 P 02907	53 P 02905	53 P 022905
	(F) Cream. 53 P 02915	53 P 02913	53 P 022913

Sidewall Per Yard	48-inch width		Border Per Yard	For Shipping Weights See Table on Page Below
	12-Yard Bolt	\$5.44		
Sidewall Per Yard	24-inch width		Border Per Yard	
	12-Yard Bolt	\$2.65		

Smart Combinations for Upper and Lower Walls

... To give your rooms the same effect you would get with tile! These combinations can be used as shown or you can make your own. Most patterns are appropriate for kitchens or bathrooms. All wainscotings are 48 inches wide with borders printed at the top and bottom. Wainscotings should be hung horizontally. The uppers are hung in the regular manner. Be sure to make your paste thicker than usual.

White Wall Canvas

Cover cracked or unsightly walls with wall canvas—then paint, kalsomine or wall-paper right over it—the results, a perfect, smooth wall for very little expense! Hang with a heavy mixture of wallpaper paste.

53 P 02999—48 in. wide. Shpg. wt. per yd., 1 lb. 6 oz. Per Yard..... **38c**
12-Yard Bolt—48 in. wide. Shpg. wt., 12 lbs. **\$4.25**

Shipping Weights for Wall-Cloth

48-inch Width
Per yard, 1 pound 6 ounces.
12-yard Bolt, 14 pounds.

24-inch Width
Per yard, 12 ounces.
12-yard Bolt, 7 pounds.

Borders—2½ inches wide . . . **Per yard**, 2 ounces.



(A) **53 P 02937**—Upper wall. Stripes and colorful flowers. 48 inches wide. Per Yard..... **49c**
12-Yard Bolt..... **\$5.44**

53 P 022937—Border for upper. Per Yard..... **9c**

(B) **53 P 02939**—Lower wall. Red and white tile effect. 48 inches wide. Per Yard..... **49c**
12-Yard Bolt..... **\$5.44**

53 P 02907—Ceiling, 48 in. wide. Per Yard..... **49c**
 For Shipping Weights See Top of Page



(C) **53 P 02907**—Upper wall. White pebbled finish. 48 inches wide. Per Yard..... **49c**
12-Yard Bolt..... **\$5.44**

53 P 022905—Border for upper. Per Yard..... **9c**

(D) **53 P 02941**—Lower wall. Climbing ivy vines. 48 inches wide. Per Yard..... **49c**
12-Yard Bolt..... **\$5.44**

53 P 02907—Ceiling, 48 in. wide. Per Yard..... **49c**
 For Shipping Weights See Top of Page



(E) **53 P 02951**—Upper wall. Sail boats on the horizon. 48 inches wide. Per Yard..... **49c**
12-Yard Bolt..... **\$5.44**

53 P 022951—Border for upper. Per Yard..... **9c**

(F) **53 P 02953**—Lower wall. Cream tile effect. 48 inches wide. Per Yard..... **49c**
12-Yard Bolt..... **\$5.44**

53 P 02923—Ceiling, 48 in. wide. Per Yard..... **49c**
 For Shipping Weights See Top of Page



(G) **53 P 02943**—Upper wall. Red, black and white. 48 inches wide. Per Yard..... **49c**
12-Yard Bolt..... **\$5.44**

53 P 022943—Border for upper. Per Yard..... **9c**

(H) **53 P 02945**—Lower wall. Tile pattern with red touches. 48 inches wide. Per Yard..... **49c**
12-Yard Bolt..... **\$5.44**

53 P 02919—Ceiling, 48 in. wide. Per Yd..... **49c**
 For Shipping Weights See Top of Page



(I) **53 P 02947**—Upper wall. Colorful marble effect. 48 inches wide. Per Yard..... **49c**
12-Yard Bolt..... **\$5.44**

53 P 022947—Border for upper. Per Yard..... **9c**

(K) **53 P 02949**—Lower wall. Turquoise blue tile pattern. 48 inches wide. Per Yard..... **49c**
12-Yard Bolt..... **\$5.44**

53 P 02927—Ceiling, 48 in. wide. Per Yd..... **49c**
 For Shipping Weights See Top of Page



(L) **53 P 02933**—Upper wall. Black and white. 48 inches wide. Per Yard..... **49c**
12-Yard Bolt..... **\$5.44**

53 P 022933—Border for upper. Per Yard..... **9c**

(M) **53 P 02935**—Lower wall. Black and white tile effect. 48 inches wide. Per Yard..... **49c**
12-Yard Bolt..... **\$5.44**

53 P 02907—Ceiling, 48 in. wide. Per Yard..... **49c**
 For Shipping Weights See Top of Page

It's easy to hang the paper yourself

Color-Perfect wallpapers are particularly easy to hang. They're printed on heavy stock—easier to handle. They're semi-trimmed—selvage tears off. You save from \$3.50 to \$5.00 per room when you hang the paper yourself. Complete instructions included with each order.



1 Cut and uncurl paper, then apply paste smoothly.



2 Next, fold both ends of the strip into the center.



3 Crease the perforated edge and tear off the selvage.



4 Hang on the wall. The guide lines assure perfect match.



It's easy to figure how much paper you need

for usual size rooms

NOTE! . . . In chart below, all deductions for doors and windows, and allowance for waste in matching have been made. Don't deduct any more unless you have a sun parlor or room that is "all windows"—for such irregular rooms, see instructions at right. For 30-inch papers, see chart on Page 26.

Size of Room in Feet	DOUBLE ROLLS 18-in.-wide, 16 yds. long Needed According to Height of Room		Yards of Border	Double Rolls Ceiling
	8 or 9 Ft. High	10 or 11 Ft. High		
8 by 8	4	5	12	1
8 by 10	4	5	14	2
8 by 12	5	6	15	2
8 by 14	5	6	16	2
9 by 10	5	5	14	2
9 by 12	5	6	16	2
9 by 14	5	7	17	2
9 by 16	6	7	18	3
10 by 10	5	6	15	2
10 by 12	5	6	16	2
10 by 14	6	7	18	3
10 by 16	6	8	19	3
12 by 12	6	7	18	3
12 by 14	6	8	19	3
12 by 16	7	8	21	4
12 by 18	7	9	22	4
13 by 14	6	8	20	3
13 by 16	7	9	21	4
13 by 17	7	9	22	4
13 by 18	8	9	23	4
14 by 14	7	8	20	4
14 by 15	7	9	21	4
14 by 16	7	9	22	4
14 by 18	8	10	23	4
15 by 15	7	9	22	4
15 by 16	8	9	23	4
15 by 18	8	10	24	5
15 by 20	8	11	25	5
16 by 16	8	10	23	4
16 by 18	8	10	25	5
16 by 20	9	11	26	5
16 by 24	10	12	29	6
18 by 24	10	13	31	7

for unusual size rooms



FOR UNUSUAL SIZE ROOMS . . . Measure distance in feet around room (Example above—12+12+10+10=44 ft.). Multiply by height of wall to get square feet of wall space (Example: 44×8=352 sq. ft.).

TO DEDUCT FOR OPENINGS . . . Multiply height of opening by width to get square feet. Example: 6 ft. ht. × 4 ft. width × 1 (number of windows)=24 square feet of window space; 8 ft. ht. × 3½ ft. width=28 square feet of door space. Add square feet of all openings (Example: 24+28=52 sq. ft.). Subtract total square feet of openings from total square feet of room to get square feet to be papered (Example: 352—52=300 sq. ft.). From this point on it depends on what width paper you use.

FOR 18-INCH PAPER . . . Divide total square feet to be papered by 60 to get number of double rolls of sidewall needed. (Example: 300÷60=5 double rolls of sidewall paper needed.)

FOR "30-INCH" PAPER . . . Divide total square feet to be papered by 90 to get number of triple rolls of sidewall needed. (Example: 300÷90=3.3—so order 4 triple rolls of sidewall paper.)

FOR AMOUNT OF CEILING NEEDED . . . Multiply length of room by width and divide by 60 for number of double rolls of ceiling needed. (Example: 10×12=120 sq. ft.÷60=2 double rolls ceiling paper needed.)

FOR AMOUNT OF BORDER . . . Use distance in yards around room. (Example: 12+12+10+10=44 ft.+3 ft. allowance for matching and spoilage=47 ft.÷3 ft.=16 yards of border.)